



UNIANDES ENTREPRENEURSHIP

BOOTCAMP



Center for
Entrepreneurship
School of Management

international
summer
school 2023

COURSE SYLLABUS SUMMARY

ENTREPRENEURSHIP BOOTCAMP

June 5 – June 10

Monday - Friday (8:00 am to 2:00 pm)
Saturday (8:00 am to 12:00 m)

ON CAMPUS

Instructors

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Description

Opportunity-oriented entrepreneurship is defined as startup activity that is innovative, scalable, and sustainable. This type of entrepreneurship requires a different set of skills than those employed by necessity or life-style entrepreneurs. This six-day bootcamp introduces participants to the key skills required to develop new innovation-driven-venture opportunities.

Participants should expect that the bootcamp will be intense, requiring active engagement and rapid assimilation of information.

The Uniandes Impact Entrepreneurship Bootcamp is an intensive course for the development of entrepreneurial skills and the creation of high-impact entrepreneurship projects in the International Summer School at Universidad de los Andes School of Management. This course will be held in English.

Learning objectives

By the end of the course, participants should expect to be able to:

- Apply entrepreneurial skills to the development of a new venture project
- Create a collaborative new venture team with participants from different backgrounds
- Propose and defend a new venture project, both individually and as part of a small team
- Develop contacts with national and international experts to facilitate the future development of new venture projects

Methodology

The course is structured around the effectuation perspective, an evidence-based entrepreneurship theory. It also touches upon the disciplined entrepreneurship methodology. It will answer the following questions:

- What do we know about entrepreneurship?
- How are new things actually created in the world?
- How do expert entrepreneurs think?

- What are some practical tools I can use to become an entrepreneur?
- How do I present a new venture idea? What should a pitch deck include?
- What is a business model? How do I design a business model?
- Financing sources for early-stage ventures. How do I obtain startup financing?

These issues are addressed daily through the presentation of different tools that help the development of a course project in teams. The activities from 8 to 10 am and from 11 to 12 pm are directed by international instructors. Activities between 1 pm and 2 pm are supported by mentors from the Center for Entrepreneurship. Between 10 and 11 in the morning is the time for a break and between 12 and 12:30 is the time for lunch.

The entrepreneurship project will be presented in the closing session before a committee (Venture Capital representatives and entrepreneurship ecosystem leaders) who will choose one of this to award \$40.000.000 COP in cash. The project will also have the subsequent support of the Center for Entrepreneurship at Universidad de los Andes.

Mandatory Readings

The following readings and materials are required:

Read, S., Sarasvathy, S., Dew, N. & Wiltbank, R. (2017). *Effectual entrepreneurship* (hereafter, EE). Abingdon: Routledge.

Ursache, M. (2020). Disciplined entrepreneurship vs. lean startup vs. business model canvas. Available at

<https://www.d-eship.com/articles/disciplined-entrepreneurship-lean-startup-business-model-canvas/>

Gompers, P. Gornall, W., Kaplan, S.N. & Strebulaev, I.A. (2021). How venture capitalists make decisions: An inside look at an opaque process. *Harvard Business Review*, 99(2), 70-78.

Hale, K. (2019). *How to pitch your startup*. Available at:

https://www.youtube.com/watch?v=17XZGUX_9iM&t=3s

In addition, participants may also find the following readings of interest:

Aulet, B. (2013). *Disciplined entrepreneurship: 24 steps to a successful startup*. Hoboken: Wiley.

Blank, S. & Dorf, B. (2020). The startup owner's manual: *The step-by-step guide for building a great company*. Hoboken: Wiley.

Lingelbach, D. (ed.) (2022). *De Gruyter handbook of entrepreneurial finance*. Berlin: De Gruyter.

Michalko, M. (2010). *Thinkertoys: A handbook of creative-thinking techniques*. Berkeley: Ten Speed.

Osterwalder, A. & Pigneur, Y. (2010). *Business model generation*. Hoboken: Wiley.

Sawyer, K. (2013). *Zig zag: The surprising path to greater creativity*. San Francisco: Jossey-Bass.

Schedule

Day	Hour	Session	Instructor	Activities
Monday	8	Value proposition	Fernando Gómez-Baquero	
	9			
	10	Break and networking “The winning race”		
	11	Value proposition	Fernando Gómez-Baquero	
	12	Challenge for the next day	Fernando Gómez-Baquero	
	1	Lunch		
Tuesday	8	Solution, idea and team for entrepreneurs	Fernando Gómez-Baquero	
	9			
	10	Break and networking		
	11	Solution, idea and team for entrepreneurs	Fernando Gómez-Baquero	
	12	Challenge for the next day	Fernando Gómez-Baquero	
	1	Lunch		

Wednesday	8	How to design a business model	Daniela Ruiz Massieu	
	9			
	10	Break and Brainstorming		
	11	How to design a business model	Daniela Ruiz Massieu	
	12	Mentor's introduce		
	1	Lunch		
Thursday	8	How to obtain startup financing	Daniela Ruiz Massieu	
	9			
	10	Break and networking		
	11	How to obtain startup financing	Fernando Gómez-Baquero	
	12	Mentor's Choice	Different mentors	
	1	Lunch	Different mentors	
Friday	8	How to present new venture ideas	Entrepreneurship mentor	
	9			
	10	Break and improvisation game		
	11	Training (pitch and presentations)	Different mentors	
	12			
	1	Lunch		

Saturday	8	Training final pitches	Different mentors	
	9	Break		
	10	Project evaluation and award	Jury	
	11	Award	Jury	
	12			
	1			

Grades

Grades for each session and its activities are determined by the professor. The grade for the final presentation is determined by the jury. The individuals in the group winning the final pitch competition are not necessarily those who earn the highest grade in the course.

The grading scale ranges from 1.50 to 5.00 and is calculated to two decimal places. 5.00 is considered to be an outstanding grade. Students with a grade below 3.00 will fail the course.

Class attendance is mandatory. Should a student fail to attend 20% of the course sessions, he/she may fail the course.

The following is the grading breakdown:

Assignment	Weight
New product development exercise	10%
One sentence individual new venture pitch	10%
One-minute team pitch	10%
Different challenges	30%
Final pitch	30%
Class participation	10%

Award

\$40,000,000 COP in cash will be awarded to the project chosen by a jury of experts. The winning project will also receive subsequent support from Universidad de los Andes' Center for Entrepreneurship.

In order to receive this award, all members of the winning team must attend all course sessions.