

Entrepreneurship Principles of a Business Start-Up
Professor Jason Fenwick
Spring 2019

1. **Professor's Contact and Class Information.**

Office Location: TBD, Holland Hall
Phone: (301) 437-6467
Email: Fenwick@law.ufl.edu
Office Hours: Wednesday and Thursdays, Noon - 1:00pm, and by appointment
Class: 1-5:00pm Monday, Tuesday, Wednesday, Thursday & Friday in Room TBD

NOTICE: Classes begin on Monday, 3/4/19 and end on Friday, 3/8/2019.

2. **Materials.** Below is a list of the materials to be used for this course:I will also post some links to secondary sources which may be useful to you:

The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company by Steve Blank and Bob Dorf

The Entrepreneur's Guide to Business Law, 4th Edition by Constance E. Bagley and Craig E. Dauchy

3. **Assignments.** The assignments will be provided during the first day of class. We meet for four hours per day, Monday through Friday during the week of Spring Break, for a total of 20 hours. Each class is numbered consecutively. I may update the materials at intervals throughout the semester. The assignments might be subject to minor modifications for updated or recent cases or studies. Most of the case studies are short, but occasionally, we will read longer, unedited case studies. Sometimes I will assign case studies and indicate that they should be skimmed only for their holdings.

4. **How Class Will Be Conducted.** The class will consist of lectures and ungraded exercises.

5. **Outline of Subjects to be Covered.** This Course is designed to teach law students the start-up business process and help them to identify the intertwining business and legal issues associated with Concept Development, Concept Monetization, Start-Up Analysis, Capitalization and Operations. In general, the subjects to be covered in this course are:

MODULE 1: CONCEPT DEVELOPMENT Includes The Following Topics:

- a. Initial Concept Review
- b. Concept Feasibility Analysis
- c. Target Market Review
- d. Concept Structure Review

MODULE 2: CONCEPT MONETIZATION Includes the Following Topics:

- a. Competitive Analysis
- b. Intellectual Property Analysis
- c. Monetization Analysis
- d. Sales Cycle Analysis
- e. Target Market Analysis
- f. Distribution Channel Analysis
- g. Operational Analysis

MODULE 3: COMPANY START-UP ANALYSIS Includes These Topics:

- a. The 12 Reasons That Most Start-Ups Fail
- b. Choosing the Right Company Structure
- c. Sales Strategy Development
- d. Target Market Strategy Development
- e. Determining the Team Requirements

MODULE 4: COMPANY OPERATIONAL ANALYSIS Includes These Topics:

- a. Operational Start-Up Plan
- b. Operational Protocols, Processes and Procedures
- c. Operational Documents and Templates
- d. Organizing Your Team

MODULE 5: PROFESSIONAL BUSINESS PLAN

- a. Elements of a Professional Business Plan
- b. Determining Who Your Target Audience Is
- c. Addressing the Needs of the Target Audience
- d. Reverse Due Diligence
- e. 12 Fatal Flaws of Most Business Plans

MODULE 6: INVESTOR DEAL SHEET PREPARATION

- a. Outlining the Investor Parameters
- b. Determining Your Capital Needs
- c. Elements of an Investor Deal Sheet
- d. Presentation Strategies - Preparing for the Shark Tank

6. **Course Objectives.** The course provides students with an opportunity to apply their legal training from various law courses (Contracts, Torts, Intellectual Property, Taxation, etc....) to practical business applications of real world start-up businesses.

7. **Evaluation.** Your grade for the course is Pass / Fail and will be based on one final examination at the time scheduled by the administration. It will be a three hour long, open book exam that will likely consist of short answer questions and short essays. **The exam is currently listed on the exam schedule for Saturday, March 9th - Monday, March 18th at midnight.** The law school policy on delay in taking exams can be found at: <http://www.law.ufl.edu/students/policies.shtml#12>. Any arrangements regarding delaying exams, or other accommodations relating to exams, should be addressed to staff in the Student Affairs office.

Information on UF Law grading policies

<u>Grade</u>	<u>Points</u>	<u>Grade</u>	<u>Point</u>	<u>Grade</u>	<u>Point</u>
A (Excellent)	4.0	C+	2.33	D-	0.67
A-	3.67	C (Satisfactory)	2.00	E (Failure)	0.0
B+	3.33	C-	1.67		
B (Good)	3.00	D+	1.33		
B-	2.67	D (Poor)	1.00		

The law school grading policy is available at: <http://www.law.ufl.edu/students/policies.shtml#9>.

8. **Attendance** Pursuant to law school policy and ABA regulations, students are required to attend class regularly. You should sit in your assigned seat and sign the seating chart I will pass around every day. You may not sign the attendance sheet for anyone but yourself. You

may miss no more than a total of 1 classes. This is a generous allowance for a 1-hour class and should be sufficient with planning for you to accommodate illness, interviews, family responsibilities, etc. Please drop the class if you have some continuing obligation (such as a clinic or externship) that will routinely require you to miss class. ***Upon attaining the 8th hour of missed class, you will be involuntarily dropped from the course and will be ineligible to receive a passing grade.*** Please keep track of your absences—I don't issue warnings that you are close to the maximum number. The only excused absences (i.e., those which may be excluded from the total allowance of 1) are those for observance of religious holidays. If you plan to miss for this reason, let me know in advance via email. If you have a chronic illness, are entitled to an accommodation, or require hospitalization during the semester, please deal with the situation through Student Affairs.

9. **Classroom Conduct.** You are all bound by the University Student Code of Conduct, the College of Law Honor Code, and the rules for this course. Proper conduct in the classroom is necessary to allow everyone to participate in, to derive benefit from, and to enjoy the class. Any unprofessional, disrespectful, harassing, disruptive, or distracting conduct that has a negative effect on the classroom atmosphere is prohibited. Please conduct yourself in a manner that minimizes disruption to other students and me. Coming in late is disruptive, as is leaving during class. Using electronic devices that make noise, viewing offensive material, playing games on laptops, and talking to your classmates are also disruptive. Finally, it is distracting and rude when students send instant messages, texts, or emails to each other during class.

10. **Statement Related to Accommodations for Students with Disabilities.** Students requesting classroom accommodation must first register with the Office of Disability Resources. The UF Office of Disability Resources will provide documentation to the student who must then provide this documentation to the Law School Office of Student Affairs when requesting accommodation.