Description of the Course

OBJECTIVES
This course is about entrepreneurial action for the public good. The objective of the course is for each student to develop a personal plan of action for entrepreneurial engagement.

BACKGROUND
The progress of human societies is not inevitable. Expanded prosperity tomorrow depends on choices made today. Existing institutions and incentive structures may or may not be adequate to address the challenges of a rapidly changing world. If the past is any guide, continued progress will require continued innovation—the efforts of individuals, groups, and communities who creatively employ new organizational forms, and in many cases new technology, to effect discontinuous, positive change.

This course is about such innovations and the changes that they bring about. It is less about what needs to be done, and more about how to participate in doing.

AUDIENCE
The course on social entrepreneurship is for students interested in developing their skills to act as entrepreneurial leaders. The course will challenge policy-minded students to think creatively about potential solutions to public challenges, and entrepreneurially inclined students to analyze the economic, social, and political context that define entrepreneurial opportunity. Participation in the
class will help students act as effective leaders of change through the creation of new ventures and through work in existing for-profit, non-profit, and government institutions.

**COURSE PLATFORM**

The course will be conducted synchronous/online via Zoom meeting, supplemented by readings and additional online resources listed below.

In general, the platform for the course will be Google Suite tools (Google Drive, Google Slides, Google Sheets, and so forth.) I will expect you to send all assignments to me as a link to a Google Suite tool. We will not use Blackboard.

Course materials are mostly available as links in the syllabus (below). Additional resources will be available to you in the class Google Drive folder.

**EXPECTATIONS**

Class requirements include

- Regular attendance and active—cameras on!—participation in discussions + completion of all assigned readings and videos in advance of class (20 percent of grade)
- Engaging in design thinking / customer discovery activities and producing intermediate outputs during the course (30 percent of grade)
- Describing a new venture, or a substantial innovation within an existing institution, in three formats:
  - (1) a minimal viable product [parameters to be discussed]
  - (2) a six-minute pitch
  - (3) a 1-minute video
(50 percent of grade)

Each student must engage in his/her/their own work designing a venture. However, students are encouraged to seek comments from team members on their evolving business concepts, and to use regular team meetings as opportunities to share ideas and critique work in progress.

**COMMUNICATIONS**

The best way to reach me is by email (auerswald@gmu.edu). When sending emails please include “PUBP761” in the subject line.

When posting documents please

- put your name and page numbers on every page, and
- use a descriptive file name beginning with “PUBP761.” (For example <PUBP761_project-title_myname.doc>).

If you need to contact me urgently, or have not received a response to an email within 48 hours, please send a text message to 202-378-6438. Do not leave voice mail on my office phone.

You will be signing up for one-on-one meetings with me via this link:

https://docs.google.com/spreadsheets/d/11rRVcnPq7Ac4t603a13h32hgEL5io4YjgmDoJXy5BEC/edit?usp=sharing
COURSE MATERIALS

Required

This book is required for the course:


Additionally, these three books are not required but recommended


All four of these books are available in multiple eBook versions, as well as hard copy. (You do not need a Kindle reader to view it; it is possible to download a Kindle reader to your computer.) Readings not available online (links provided) are available through GMU online library, within the JSTOR electronic journal collection.

Additionally, content from this free online course is integrated into our class:

   Steve Blank, How to Build a Startup
   [https://www.udacity.com/course/how-to-build-a-startup--ep245](https://www.udacity.com/course/how-to-build-a-startup--ep245)

I have color-coded the assignments from these courses.

Professional Ethics: Policy on Plagiarism

Plagiarism is the use of another’s words or ideas presented as one’s own. It includes, among other things, the use of specific words, ideas, or frameworks that are the product of another’s work. Honesty and thoroughness in citing sources is essential to professional accountability and personal responsibility. Appropriate citation is necessary so that arguments, evidence, and claims can be critically examined.

Course Outline

Session 1 (August 27). Mindset

Assignment: One paragraph about yourself and why you decided to take this class (response by email in advance of class)

Required Videos

Aspire’s Winning 2013 Hult Prize Presentation at Clinton Global Initiative
https://www.youtube.com/watch?v=Q_1HuflQujY

Required Reading

Unleash Your Inner Company chapters 1-4, 6

Sen A. Other People. Proceedings of the British Academy, 111. 2001:


Session 2 (September 3). Customer Discovery

Assignment: Customer Discovery Exercise (in class)

Required Readings

Gabrielle Daines Gay, "The Business of Giving", Innovations Online:
https://innovationsjournal.net/the-business-of-giving-c73968909855


Required Video

Simon Sinek, "How great leaders inspire action"
https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action/up-next?language=en

Customer Discovery Videos

https://youtu.be/fB42BC2kCwc (pre-planning 1)

https://youtu.be/wJkRsVDM_Ps (pre-planning 2)

https://youtu.be/RugV1KumYPQ (pre-planning 3)

https://youtu.be/EJGsObmoPfM (interview 1)

https://youtu.be/_oa2GYpK9Sw (interview 2)

https://youtu.be/frCueS1AACQ (asking the right question)

https://youtu.be/hR1fYvkXo2k (Death by Powerpoint)

https://youtu.be/DBBCp6bLyJQ (understanding the problem)
Session 3 (September 10). Assessing and Appreciating Your Assets

Assignment: Consider the questions posed to you in Unleashing Your Inner Company, chapters 1-6

Required Readings

Unleash Your Inner Company chapters 5-10

Case: Kiva.org


Required Video

First Follower: Leadership Lessons from Dancing Guy: http://youtu.be/fW8amMCVAIQ

Required Podcast

Matt Flannery (AshokaU Online, summer 2012)
http://www.blogtalkradio.com/entrepreneurship-and-globalization/2012/06/06/defining-a-strategy-and-mobilizing-resources

Session 4 (September 17). One-on-one Meetings w/ Professor

Assignments:

• Respond to the questions posed to you in Unleashing Your Inner Company, chapters 1-6
• Customer discovery practice with a friend, relative, or colleague

NO CLASS ZOOM SESSION on September 17; one-on-one meetings
Sign up here:
https://docs.google.com/spreadsheets/d/1lrRVcnPq7Ac4t603a13h32hgEL5io4YjgmDoJXy5BEc/edit?usp=sharing

Session 5 (September 24). Lean Startup Methodology

Assignment: Individual concept sketches due (100 words max; one copy for each person in the class w/out name; one copy for instructor w/ name)

Required Videos

Steve Blank, How to Build a Startup, Lessons 0-3
https://www.udacity.com/course/how-to-build-a-startup--ep245

Roger Martin "The Big Lie of Strategic Planning"
https://hbr.org/2014/01/the-big-lie-of-strategic-planning/ar/1

Eric Ries: The Lean Startup: Innovation through Experimentation:
http://www.youtube.com/watch?v=i65PaoTlVkg
Steli Efti Startup Istanbul (note: terrible language, but a message that will stick with you): [https://www.youtube.com/watch?v=HKt6EZOf1E](https://www.youtube.com/watch?v=HKt6EZOf1E)

**In class:** “What I like about this idea is… Have you thought about…?”

### Session 6 (October 1). Venture Workshop: Lean Canvas + Financials

**Assignment:** Draft of Lean Canvas

**In-class:** Lean canvas exercise

### Session 7 (October 8). One-on-one Meetings w/ Professor

**Assignments:**
- Updated Draft of Lean Canvas
- Report on product/service customer discovery
- Updated plan for the next 8 weeks

**NO CLASS ZOOM SESSION on October 1; One-on-one meetings**

**Sign up here:**
[https://docs.google.com/spreadsheets/d/11rRVcnPq7Ac4t603a13h32hgEL5io4YjgmDoJXy5BEc/edit?usp=sharing](https://docs.google.com/spreadsheets/d/11rRVcnPq7Ac4t603a13h32hgEL5io4YjgmDoJXy5BEc/edit?usp=sharing)

### Session 8 (October 15). How to Build a Startup

**Assignment:** Draft slide deck and 3-minute pitch

**Required Video**

Steve Blank, How to Build a Startup, Lessons 4-6
[https://www.udacity.com/course/how-to-build-a-startup--ep245](https://www.udacity.com/course/how-to-build-a-startup--ep245)

Steve Blank at Startup Istanbul: [https://vimeo.com/141519995](https://vimeo.com/141519995)

*Unleash Your Inner Company* chapters 21-26

**During-class:** Impact investing simulation

### Session 9 (October 22). Pitch Session

### Session 10 (October 29). One-on-one Meetings w/ Professor

**Assignments:**
- Draft financials
- Updated deck
- Updated customer discovery

**NO CLASS ZOOM SESSION on November 5; one-on-one meetings**

**Sign up here:**
[https://docs.google.com/spreadsheets/d/11rRVcnPq7Ac4t603a13h32hgEL5io4YjgmDoJXy5BEc/edit?usp=sharing](https://docs.google.com/spreadsheets/d/11rRVcnPq7Ac4t603a13h32hgEL5io4YjgmDoJXy5BEc/edit?usp=sharing)
**Session 11 (November 5). Legal and Investment**

*Required Readings*

*In-class:* Plan a crowd-funding campaign

**Session 12 (November 12). TBD / Flex Session**

**Session 13 (November 19). In-person Meetings**

**NO CLASSROOM SESSION on November 20; individual calls/meetings (see sign-up)**

**Assignments:**

- Updated deck
- Updated plan for the next 8 weeks
- Financials

**Session 14 (December 3): Final pitch session (starting at 3:30pm!)

**ANNEX 1: Class Zoom Info**

Philip Auerswald is inviting you to a scheduled Zoom meeting.

**Topic:** PUBP761: Social Entrepreneurship

**Time:** Aug 27, 2020 04:00 PM Eastern Time (US and Canada)

Every week on Thu, 14 occurrence(s)

- Aug 27, 2020 04:00 PM
- Sep 3, 2020 04:00 PM
- Sep 10, 2020 04:00 PM
- Sep 17, 2020 04:00 PM
- Sep 24, 2020 04:00 PM
- Oct 1, 2020 04:00 PM
- Oct 8, 2020 04:00 PM
- Oct 15, 2020 04:00 PM
- Oct 22, 2020 04:00 PM
- Oct 29, 2020 04:00 PM
- Nov 5, 2020 04:00 PM
- Nov 12, 2020 04:00 PM
- Nov 19, 2020 04:00 PM
- Dec 3, 2020 04:00 PM

Please download and import the following iCalendar (.ics) files to your calendar system.

Weekly: https://gmu.zoom.us/meeting/tJMoc-Ghrz8jH9ealah5r5puJrPi84K6oeWXq/ics?icsToken=98tyKuCvqz8iE9WRuRyERowEGY-gWfPzmClEgvpYmR7tVjIghbcJNJLauZURtfV
Join Zoom Meeting
https://gmu.zoom.us/j/97548914953?pwd=V1VUMVRIYU9aeVh6MUoSFm4MwpJQT09

Meeting ID: 975 4891 4953
Passcode: 634359
One tap mobile
+13017158592,,97548914953#,,,,,0#,,634359# US (Germantown)
+12678310333,,97548914953#,,,,,0#,,634359# US (Philadelphia)

Dial by your location
+1 301 715 8592 US (Germantown)
+1 267 831 0333 US (Philadelphia)
Meeting ID: 975 4891 4953
Passcode: 634359
Find your local number: https://gmu.zoom.us/u/a4rb5Yj5B

Join by SIP
97548914953@zoomcrc.com

Meeting ID: 975 4891 4953
Passcode: 634359

ANNEX 2: How I Built This Podcast

TOMS (Founder started and sold 4 businesses and competed on the Amazing Race before starting TOMS):

Ben & Jerry’s:

Teach for America - Wendy Kopp:
\n
Burt’s Bees:

WeWork:
BOOKCHICKAPO:  

Dyson:  

JetBlue Airways:  

DoorDash:  

Spanx:  

Rent the Runway (renting luxury clothes):  