

*BDW Opens Enrollment to*

# Startup: Learning Entrepreneurism

An innovative course taught by Robert Reich, entrepreneur, Boulder Denver New Tech Meetup founder and moderator, and founder of OpenSpace Store and One Riot.

<b>Cost</b>	<b>When</b>	<b>Where</b>	<b>Contact</b>
\$1250	Spring 2012	the BDW downtown Boulder studio	jenifer.murray@colorado.edu BDW Graduate Programs Coordinator

This 15-week course is immersive and transformational. Both theoretical and practical, it begins with the premise that entrepreneurship, rather than being the result of genius and magic, can be learned; Startup then proves this premise through the actual conception, build, and launch of an original product or service by student teams within a single semester. Taught by a lead teacher from the startup community with a supporting team from a variety of sectors from the contemporary entrepreneurial world, this course puts students inside the mind of the entrepreneur and immerses them in the daily leadership and innovation challenges of the startup environment. While its primary focus is the startup and what it demands, this course is also a clinic in thinking, decision making and mental agility that will benefit any area of business—not just startups.

*key on the ground  
takeaways from*

# Startup

## **Knowledge**

Identify problems, apply critical thinking skills and use those skills to solve real business problems associated with a potential new venture.

## **Application**

Apply information derived from readings, lectures, guest speakers and classmates to create an online application which will be the basis of a startup.

## **Analysis**

Develop personal views on new venture creation. Establish personal framework from which to approach new ventures in the future.

*Success in this course depends on learning to work collaboratively in teams. While actual team composition will likely vary, the ideal skills per team are:*

- 1 Anthropologist
- 1 CTO
- 1 or more Developer(s)
- 1 CEO
- 1 Designer
- 1 Marketing/Sales/Social Officer

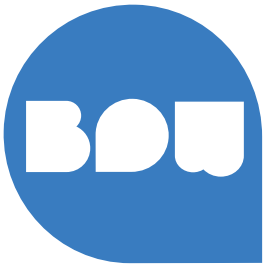
## **Synthesis**

Integrate learning from course material and external sources into strategy for creation of a new venture.

## **Entrepreneurial Insight**

Experience decision-making in time-compressed and resource-challenged environments.





# Startup: Learning Entrepreneurism

## Application to Enroll

Applications must be received by January 9, 2012.

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**Name of Applicant**

**Email Address**

**Proof of Graduate Status**

Name of Institution

Area of Study

Year Graduated

**What is your area of expertise and how is it applicable to Startup?**

**What are the your specific skillsets and how will they contribute to your involvement in Startup?**

**What areas are you hoping to strengthen via Startup?**

*Any questions regarding Startup may be addressed to [Jenifer.Murray@colorado.edu](mailto:Jenifer.Murray@colorado.edu).*

*Completed applications can be submitted directly in Acrobat via the submit button.*

*Completed applications can also be sent as email attachments to [Jenifer.Murray@Colorado.edu](mailto:Jenifer.Murray@Colorado.edu)*