

COURSE INFORMATION

Course title:	Applied Methods in Technology Start-ups at Creative Destruction Lab		
Course code:	BAEN 509	Credits:	3
Session, term, period:	2023W2	Class location:	HA133
Section(s):	N/A	Class times:	Various (see schedule below)
Course duration:	Sep 9, 2023 – Dec 4, 2023		
Pre-requisites:	None – application and full attendance		
		Co-requisites:	N/A
Program:	MBA, PMBA, PhD, MEL, MHLP		

INSTRUCTOR INFORMATION

Instructor:	Darrell Kopke	
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Course Manager:	Kyra Lee
Office hours:	By appointment
Email:	cdl-vancouver_students@creativedestructionlab.com

COURSE DESCRIPTION

The Creative Destruction Lab Venture Program is a 3-credit course in entrepreneurship in which students will work with the Creative Destruction Lab Vancouver (CDL-V) team to help emerging technology and science focused start-ups. Students will become familiar with the CDL-V companies and will have the opportunity to provide hands-on support to these company founders with market analysis, customer development, research, financial analysis, and/or other core activities related to building early stage start-ups. As well, by participating in an experiential learning initiative, students will learn how venture capitalists and angel investors make investment decisions, create actual documentation used in seed investment decisions, pitch to an investment committee, and will be provided access to best practices for strategy, business development, and fund raising for start-ups. Through this work, students will participate in decision making for the allocation of capital into CDL ventures.

COURSE FORMAT

The course will consist of scheduled lectures and workshops as well as self-managed meetings with venture founders. Lectures and workshops will teach students concepts that they will apply in their experiential projects. Students will have access to and will be encouraged to attend CDL-V sessions in the form of volunteer support roles. Note that this course is a 6 Credit course taught over two full semesters.

LEARNING OBJECTIVES

Upon successful completion of this course, students will have the knowledge and skills to:

- Create a market entry plan for startups.
- Develop research plans for competitive analysis for real world companies.
- Write an investment thesis for seed investment.
- Understand the factors at play in making seed investment decisions.

- Develop critical thinking from systematic enquiry regarding a venture’s potential for success.
- Evolve one’s concise and effective business writing techniques.
- Create a strategic plan for and in conjunction with actual start-ups.
- Personal reflections: assess one’s own learning style to make informed decisions about future academic and professional careers.

UN SUSTAINABLE DEVELOPMENT GOALS (SDGS)

Given we touch a lot of ventures that are supporting technology, health, well-being, and innovation for climate action we address many SDGs.

The most prominent would be UN SDG goals 3, 4, 6, 7, 8, 9, 11, 12, 13, 14 and 15.

ASSESSMENTS

Summary

Component	% Grade	Due Date
Assignment #1: Market Definition and Analysis for a CDL-V Venture (Individual)	20%	Oct 1, 2023 10:00pm
Assignment #2: Venture Capital Investment Thesis (Group)	20%	Nov 10, 2023 10:00pm
Assignment #3: Thesis Presentation (Group)	20%	Nov 20, 2023 10:00pm
Assignment #4: Venture Project (Individual)	30%	Dec 4, 2023 10:00pm
Participation	10%	
	100%	

Details of Assessments

All assessments combine research as well as reflection of in-lecture lessons. Requirements, standards, and exemplars are highlighted in the course lectures.

- Assignment #1 is a five-page market entry analysis of a CDL-V participating venture encompassing a situational analysis, go to market strategy, and risk assessment.
- Assignment #2 is a five-page group project investment thesis (group sizes 4-6) including a situational analysis and investment recommendation leveraging a CDL standard format.
- Assignment #3 is a group presentation to a mock investment committee of real venture capitalists.
- Assignment #4 is defined based on the needs of CDL-V ventures as they take part in the program. Objectives are defined during the CDL-V session and students support ventures in the successful completion of the objectives.
- Participation is measured based on in class value added discussion.

Note that assignments that score less than 80% may be resubmitted after the Professor's feedback. As quality of work has direct implications for actual operating ventures, students who score less than 80% may have their venture founder access denied and may not be able to work on venture projects. This will be at the Professor's discretion.

LEARNING MATERIALS

Required: Reading links are provided in the Canvas learning management system and are available from the course reserve in the library system Estimated cost of required materials: \$0
Additional materials recommended but not required: N/A

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Assignments are due in the manner specified (either in this outline or otherwise in the relevant assignment outline) by the specified due date (Pacific Time and UBC server time). Late assignments will score zero; this is a firm policy. Note that scoring less than 80% on assignments may suspend access to venture Founders.

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](#). If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

Other Course Policies and Resources

Preparation. Guidance on how to prepare for each class will be posted to the course website. It is each student's responsibility to understand what is required and to complete the necessary readings or other preparation that is directed. Instructions will typically involve a series of topics or questions and some suggested resources from which students can start their preparation.

Punctuality. On-time attendance is expected in classes. Late attendance will affect the participation grade. Punctuality is extremely important, as students who arrive late (or leave early) disturb all others. You should not leave the room during the class time unless there is a pressing reason to do so. Attendance alone does not earn you participation grades.

Professionalism. Professionalism is required both in business and in the classroom. What does it mean in a learning environment? Coming to class on time and being prepared for the topic at hand. Listening to and respecting others (Professors and peers). Giving 100% of your attention to the course. Not distracting others with private conversations or off topic behaviour. Students are expected to contribute during class discussions in order to enrich the learning experience for everyone. However, individual students should not monopolize or dominate discussions, precluding or intimidating others from contributing. When someone is talking, it is expected that everyone will listen and not hold parallel

conversations. While casual attire is generally appropriate, students are expected to wear “business casual” attire when attending CDL-V sessions; i.e. no shorts or t-shirts.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a “W” or an “F” standing on the transcript.

COVID-19 Policies for Attendance & Academic Concessions:

If a student feels unwell, they should stay home and send a courtesy email to each impacted instructor and cc their program manager. The student should also submit an [Academic Concession Request & Declaration Form](#).

If a student suspects possible COVID-19 infection, they should use the BC Ministry of Health’s [selfassessment tool](#), to help determine whether further assessment or testing for COVID-19 is recommended.

If a student is required to self-isolate (e.g., while waiting for test results), they should follow the steps above (stay home, email instructor(s) and program manager, submit an [Academic Concession Request & Declaration Form](#), and follow BC Health Guidance.

Students who are required to quarantine, should get in touch with their Program Manager to discuss the possibility of academic concessions for each impacted course. The Program Manager will work closely with your instructors to explore options for you to make up the missed learning.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

During online lectures, students are not permitted to use any electronic devices other than the primary one used for attending the online lecture (e.g. laptop or desktop). Only Zoom should be open during the online lecture unless an instructor advises the use of another for an in-class activity. Feedback from students indicates that personal devices is the number one distraction from effective learning and participation in the online learning environment.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:
<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resourcessupport-student-success>.

Respect for Equity, Diversity, and Inclusion

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions including status as a First Nation, Metis, Inuit, or Indigenous person, race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience. It is expected that all students and members of our community conduct themselves with empathy and respect for others.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

Generative AI Permitted Where Specified With Attribution

For this course, students may use generative artificial intelligence (AI), including ChatGPT, for specific assessments or coursework, where it is expressly specified by the instructor. In these cases of permitted use, students must disclose any use of AI-generated material as per the assessment guidelines. At a minimum, this will include proper attribution, including in-text citations, quotations and references. Please see your assessment guidelines for full details.

Academic Freedom and Students Studying from Outside Canada

During this pandemic, the shift to online learning has greatly altered teaching and studying at UBC, including changes to health and safety considerations. Keep in mind that some UBC courses might cover topics that are censored or considered illegal by non-Canadian governments. This may include, but is not limited to, human rights, representative government, defamation, obscenity, gender or sexuality, and historical or current geopolitical controversies. If you are a student living abroad, you will be subject to the laws of your local jurisdiction, and your local authorities might limit your access to course material or take punitive action against you. UBC is strongly committed to academic freedom, but has no control over foreign authorities (please visit <http://www.calendar.ubc.ca/vancouver/index.cfm?tree=3,33,86,0> for an articulation of the values of the University conveyed in the Senate Statement on Academic Freedom). Thus, we recognize that students will have legitimate reason to exercise caution in studying certain subjects. If you have concerns regarding your personal situation, consider postponing taking a course with manifest risks, until you are back on campus or reach out to your academic advisor to find substitute courses. For further information and support, please visit: <http://academic.ubc.ca/supportresources/freedom-expression>

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All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline and could be subject to legal action. Any lecture recordings are for the sole use of the instructor and students enrolled in the class. In no case may the lecture recording or part of the recording be used by students for any other purpose, either personal or commercial. Further, audio or video recording of classes are not permitted without the prior consent of the instructor. Students may not share class Zoom links or invite others who are not registered to view sessions.

ACKNOWLEDGEMENT

UBC’s Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəy̓əm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

(Subject to change without consultation)

LECT	DATE	TOPIC	TIME
#1	Saturday, September 9th	Introduction and the Venture Capital Ecosystem	9am - 12pm
#2	Saturday September 9th	Venture Strategy	1pm - 4pm

#3	Monday September 11th	Entrepreneurial Finance (Returns, Documentation, Seed Fund, Process)	6pm - 9pm
#4	Monday September 18th	Venture Capital Investment and Report Writing	6pm - 9pm
#5	Monday September 25th	Intellectual Property and Pitch Decks	6pm - 9pm
#6	Saturday October 7th	Venture Assessment (Rubrics, VM engagement)	9am - 12pm
#7	Monday October 30th	Disruption	6pm - 9pm
OPT	October 24-27	CDL-Vancouver Session #1	Attend 5 hrs over two days
#8	Monday November 6th	Lessons from Session #1 and Discussion on Projects	6pm - 9pm
#9	Monday November 20th	Group Presentations on Assessment of CDL Ventures (Debate, Investment Committee)	6pm - 9pm
#10	Monday Nov 27th	Founder's Qualities	6pm - 9pm