

The
\$50
Venture



Facilitator:

Brennan Costello



Class Number:

EAEP 275

Meet with Brennan:

calendly.com/costellobrennan

Email:

bcostello2@unl.edu

Meeting times:

Mondays and
Wednesdays

1:30pm – 2:50pm

Class Zoom Link (if needed):



Class Schedule:

This schedule is subject to change, but I will provide plenty of notice if something does. Be sure to note the dates listed below that are outside of normal class hours.

No.	Class Date	Module / Stuff we are doing	Location	Notes
1	Jan 25	Entrepreneurship Philosophy	DINS 217	
2	Jan 27	Class Overview Business Ideation Module	DINS 217	
3	Feb 1	Business Ideation Module Cont.	DINS 217	
4	Feb 3	Team Speed Networking	DINS 217	
5	Feb 8	Idea Quick Pitch	DINS 217	
6	Feb 10	The Team Module		
7	Feb 10	Startup Bootcamp	DINSDALE, 2 nd Floor	5:30pm - 9pm Free Dinner!
8	Feb 11	Startup Bootcamp	DINSDALE, 2 nd Floor	5:30pm - 9pm Free Dinner!
9	Feb 15	Sprint Planner Check-In Pricing Module	DINS 217	
10	Feb 17	Entrepreneurs Visit	DINS 217	
11	Feb 22	Sprint Planner Check-In Finances Module	DINS 217	
12	Feb 24	Entrepreneurs Visit	DINS 217	
13	Feb 25	The Engler Fireside *Optional	DINSDALE, 2 nd Floor	6pm - 8pm Free Pizza!
14	Mar 1	Sprint Planner Check-In Marketing Module	DINS 217	
15	Mar 3	Entrepreneurs Visit	DINS 217	
16	Mar 8	Sprint Planner Check-In Hustle Module	DINS 217	
17	Mar 10	No Class	DINS 217	
18	Mar 15	Sprint Planner Check-In Optional Grade Check-In	DINS 217	
19	Mar 17	Optional Grade Check-In	DINS 217	
20	Mar 22	Sprint Planner Check-In Office Hours	DINS 217	
21	Mar 24	No Class	DINS 217	

22	Mar 29	Sprint Planner Check-In Office Hours	DINS 217	
23	Mar 31	No Class	DINS 217	
24	Apr 5	Sprint Planner Check-In Exit Plan / Pitch Prep Module	DINS 217	
25	Apr 7	Pound the Stone Discussion	DINS 217	Bring back your <i>Pound the Stone</i> Book
26	Apr 12	No Class	DINS 217	
27	Apr 14	No Class		
28	Apr 19	Sprint Planner Check-In Pitch Practice	DINS 217	
29	Apr 21	Class Debrief Day	DINS 217	
30	Apr 21	Demo Day	DINSDALE, 2 nd Floor	5:45pm – 8:00pm Engler Community Invited
31	Apr 26 and 28	Individual Grade Meetings	DINS 217	Individual Time Slot



Things to hand in:

All links to assignments are listed in Canvas. All are due at 11:59pm on the listed date unless otherwise noted.

No.	Date	Stuff to Do	Who?	Notes
1	Friday, January 29 th	Pre-Class Survey	Ind	
2	Friday, January 29 th	I Have Read The Syllabus	Ind	
3	Friday, February 5 th	BeYou Bracelets Story	Ind	Feedback Provided
4	Friday, February 5 th	<i>Problem Observation List</i>	Ind	Feedback Provided
5	Monday, February 8 th	<i>Team Request</i>	Ind	
6	Friday, February 12 th	Weekly Retro - 1	Ind	Feedback Provided
7	Friday, February 12 th	<i>Business Ideation List</i>	Ind	
8	Friday, February 19 th	Weekly Retro - 2	Ind	Feedback Provided
9	Friday, February 26 th	Weekly Retro - 3	Ind	
10	Sunday, Feb 28 th	<i>Podcast Project</i>	Ind	
11	Friday, March 5 th	Weekly Retro - 4	Ind	
12	Friday, March 12 th	Weekly Retro - 5	Ind	
13	Friday, March 19 th	Weekly Retro - 6	Ind	
14	Friday, March 26 th	Weekly Retro - 7	Ind	
15	Friday, April 2 nd	Weekly Retro - 8	Ind	
16	Tuesday, April 6 th	<i>Pound the Stone Project</i>	Ind	
17	Wednesday, April 7 th	<i>I Have Had Coffee With Brennan</i>	Ind	You'll fill out a form after having coffee.
18	Friday, April 9 th	Weekly Retro - 9	Ind	
19	Friday, April 16 th	Weekly Retro - 10	Ind	
20	Friday, April 19 th	<i>Slide Deck Submitted</i>	Team	
21	Sunday, April 18 th	<i>Final Individual Retro</i>	Ind	
22	Friday, April 23 th	<i>Final Team Financial Report</i>	Team	
23	Friday, April 23 rd	<i>Final Team Member Evaluation</i>	Ind	
24	Wednesday, April 28 th	<i>Brennan's Post Class Survey</i> (*not UNL's)	Ind	You will not get a grade until this is completed.



Welcome and please buckle up!

My goal is that this course be unlike any other course you have taken at UNL. If you haven't discovered already, most college classes focus on theory rather than practicality. And I understand why this is – to give you a high-level understanding of the movements of the economy, behavior behind the mind, how supply chains move, and all that. But if you are a student like me, you crave the *real-world* stuff. The stuff that you can put to use right away.

In Engler, we don't study theory, we get our hands dirty in the real world – more on this below.

This class takes the real-world emphasis to its extreme.

In this class, you will start a business.

A real *profit-generating* business. Starting a business is the main objective of this class and the process you go through to start a business is the only thing that matters to me. We are not writing long business plans or doing lengthy market research.

I will not tell you how to start a business. There are lots of ways to do it. This class will not give you formulas or answers. This class gives you a laboratory and a *push* – and we let you figure the rest out and make lots of mistakes along the way.

We want you to use this class to give entrepreneurship a *test drive*. I believe the best way to learn about entrepreneurship is to actually try out what it's like to be an entrepreneur and start a real business. You and a couple of team members will come up with a business idea, build a plan, create a product, execute a sales strategy, manage operations, and hopefully make real profit (*which you get to keep*).

And even though we are online – we can still build real businesses.

Who are you?

You are my *customer*. Since you are paying for this class, and I'm the individual who is paid to provide you with curriculum and content, I consider you my customer. I'm the business owner of this class and you are my important client.

What does this mean? You have rights and responsibilities as a customer. You have the right to demand a high-quality product and service. If there is something you don't like about the product being given to you or you have ideas on how it could be better, please let me know! Make a customer complaint – I welcome it. And do it quickly so future customers can benefit too.

It also means you have the customer's responsibility to use the product effectively and correctly. If you leave a new iron in the box, it's never going to get the wrinkles out of your nice shirt. You've got to take *action* in this class to get anything out of it. Learning by osmosis doesn't work; trust me, I've tried.

Who am I?

I'm the business owner and facilitator of the laboratory. I'm Brennan Costello (please just call me Brennan) and I've had several years of experience experimenting with entrepreneurship myself and as a member of a few startup teams. I come from a family with eight teachers and always look forward to this class. I graduated from UNL in 2016 with a degree in Agribusiness and Entrepreneurship. I'm in the midst of getting my Masters of Business Administration, so I'm still a student too and sit in the student section at Husker games. I love highly-caffeinated black tea, tacos, woodworking, and would rather work in a coffee shop than in an office.

In my style of teaching, I'm not the all-knowing deity, the parole officer, or the parent. Think of me as the *older brother*. I am on your side and want to help you get the most out of this class.

But this is Engler. I'm not going to hold your hand, and I might be in your face a little bit. *Buckle up*



Class outcome goals:

In 275, we build a business in order to achieve several outcome goals related to your learning this semester. These include:

1. You'll get a **real-world taste** in entrepreneurship methodology and business concepts.
2. You'll understand what it's like to be a business **owner** and run a company.
3. You'll be able to definitively **choose** if you'd like to continue to pursue something entrepreneurial or if entrepreneurship is not for you.

This class is offered through [Engler](#). In Engler, we *believe each person has a purpose to fulfill*. It's our task to help you figure out if entrepreneurship is the **right vehicle** to help you boldly pursue this purpose. This class is a major stepping stone in the process, so take it seriously. This class could have much more impact on your life than figuring out how to do something like calculate the diminishing rate of marginal returns or some antiquated math formula. Blah.

How do we do this?

We do it step by step. Each week we'll walk through a few steps involved in building a business.

You can choose to either build your business as we go through the steps, or you can start building on your own. Just as an entrepreneur in the real world, **you can build the business as fast as you want to go**. Check out the weekly plan to see what we'll be doing each week. And remember that *speed* is always an entrepreneur's friend.

We'll also get a taste of what's happening in the entrepreneurial ecosystem by bringing in some

talented entrepreneurs to speak with you and by attending some entrepreneurial events — more on that below.

You'll also get a humongous cash grant of **\$50 dollars** to get your business started. This is *free money* from Engler for you to get your business off the ground. Name one other class at UNL that actually gives you money when you take it. I told you this class was unique.

"But, Brennan, how the heck am I gonna start a business with only \$50 bucks!?"

I get that \$50 bucks isn't that much money, but you'd be surprised how many students were able to use what they had to get a real business started. Right now the record is *almost \$4000 dollars* made by a team of students in a single semester. Past students have figured out how to do this very successfully. So I don't want to hear the excuse that you don't have enough capital to get started — make it happen, captain.

Also know that you are not limited to the \$50; if you want to put more of your own cash into the business you are welcome to do so, but it's certainly not required. Keep in mind we have no required book purchase for this class so that might be some funds you could invest in your business. And remember, any profit you make is yours to keep! You don't even have to pay back the \$50 dollars.

I hope you see this class is going to be a bit of a rollercoaster ride and operates mostly in the real world, especially since this is a weird time in the world to start something. But have no fear, we will make it happen. Giddy up, partner!



A warning:

Please read the following very carefully.

This class is different than most other classes you'll take while in college. I'm not just saying this because I hope my class is different – *students have told me it's very unique.*

Because it's different, it's probably going to be uncomfortable. That's good! You do your best learning when you are uncomfortable.

However, there's a couple really important things you need to realize if you are going to be successful in this class.

Skill vs. Theory:

I'm repeating this again so it sinks in: in most college-level classes the curriculum is all about theory. Smart professors lecture about high-level concepts and you dive into textbooks written by smart people that attempt to classify and sort information. The goal is that you leave those classes with an understanding of those concepts from a 10,000-foot view.

In my class we focus on **building skills**. It's my goal that each module we cover in class will be very applicable to building your \$50 dollar business this semester.

I hope you leave class with new entrepreneurship skills. It's also my goal to not teach much theory, which means that you'll be *discovering* most of the theory *on your own* as you build the business.

It means you might not always feel like you have the answers, and I'm not going to tell you what to do next in the business.

You'll make mistakes, and learn along the way. Just like real-world learning.

Responsibility:

You have to take responsibility for your success in this class.

Nothing about this class will include hand holding.

I'll do my best to create an environment where you can succeed, but I'm doing nothing *for* you. You have to take action beyond what you can type on a computer or read in a book to do well in the class.

This requires you take responsibility (like showing up to class) and get a business started. In short, be an adult. It's up to you to succeed!

Don't wait:

The semester is very short. And there isn't much time to get a business like this launched. **Do not wait to get started.** You should launch the business before you feel like you are ready. Starting quickly will make your semester a lot more pleasant when other tests and mid-terms get in the way. So much feedback I've heard from previous students has been to **not hesitate to get started**. You've got to just jump in and begin moving.

In conclusion, the only reason I write this page is to try to provide a few suggestions on how to approach this class. If you put in **effort, work hard**, and **try**, this class will go well for you. I'm not saying that it won't be a challenge, but with work you will find success.

If anything in class doesn't make sense, or you feel like you are struggling, please let me know right away. I'm always happy to meet and discuss how things are going.



How to get a good grade in this class:

At Engler, we think grades are a little bit like the Kardashians — overrated. We don't administer quizzes and tests, because we don't think it's very useful to boil entrepreneurship down to a set of multiple-choice questions. We have a unique way of grading in this course.

Simply, it boils down to effort.

Your final grade will be based on the effort you show.

If you can provide *evidence* that you put in significant effort, you'll be in good shape. If you check the assignments you'll see that I'll give you a couple of opportunities to get feedback from me during the semester. Use that to gauge if you are on track with the level of effort I'm expecting. If in the middle of the semester you are still unclear on how much effort I'm expecting, please ask.

Throughout the semester you'll have several projects that you have the option hand in, both individually and as a team. I keep track of these projects as your 'body of work.' At the end of the class, you will individually meet with me in a **Final Grade Negotiation**. In that negotiation, you and I will take a look at your body of work and through discussion *together* decide what your final grade is.

Yes, you read that right, we will sit down over a cup of coffee and decide together what your grade will be for this class. **It's a negotiation.** We'll look at everything you did over the semester, talk about how the business went, what you contributed, what your effort was, and agree on a grade. You get to argue your grade for what you think you deserve.

Why do we do this? Because a couple key traits of successful entrepreneurs are **self-awareness** and **negotiation**. You'll be forced to practice both as you negotiate your grade. I expect you to provide evidence of why you deserve the grade you'll be arguing for.

And the evidence might be different for different people. Maybe you didn't complete all the projects to hand in, but you made 200+ phone calls to grow the business — that deserves an A in my book. Maybe you didn't make a lot of sales, but you put lots of work into each weekly reflection and really showed effort on the reports — that also deserves an A in my book.

If we come to a point in our discussion where we dramatically disagree on the grade you deserve, please know that I have the final vote, but I'm confident that we both can be aware enough to agree on the right grade for you. I also promise to provide plenty of evidence as to *why* you will be receiving such grade.

The other reason we do this is because it adds flexibility to your learning. I never want something academic to hold you back from attaining real-world experience. If you just want to build a great business this semester and not waste time on projects to hand in, this grading model gives you the opportunity to do it. And if you find out that you really dislike entrepreneurship halfway through the semester, you still have the opportunity to get a good grade by doing a great job on the projects and assignments. I've tried to build it to help you as you experiment with entrepreneurship — just be prepared to *show evidence of massive effort* either way you go.

There's also *no such thing as extra credit*, so don't ask. You can make your own extra credit by working extra hard to grow your business.

Hey! You! Pay Attention!

The following are some events that you should pay special attention to. These are the major action items in this class; write them down and be fully aware of what is expected of you.

Idea Quick Pitch

This class is not about trying to build solo entrepreneurs, so we will be forming teams to build our \$50 businesses. At the Idea Quick Pitch, you have the opportunity to pitch your business idea. The teams will then form around the best ideas. This day in class is your only opportunity to pitch and figure out which teams to join. If you miss this, you'll be randomly assigned to a team.

Expectation:

Be in attendance, pay attention to the pitches, and ask questions. It is optional to pitch a business idea.

Startup Bootcamp

Our normal weekly classes are very short and it's impossible to make much progress during that time. That's why we allocate a couple bigger chunks of time to focus on launching. We've designed this time to be an intense, short, and engaging time to build your businesses. **Your goal is to launch during the Bootcamp.**

At the Startup Bootcamp everyone comes together, and we provide all the free food, free coaching, and productive atmosphere that you need to spend the entire time trying to launch the business. **This is a mandatory event.** If you don't show up, you'll have a tough time getting a high grade in the class.

I realize you will probably have other classes at some point during this time. That's okay, just head out to

the classes and come back. But as much as you can get out of other meetings or work, please do! We cancel a few other classes to give you back some of this time.

If you get a lot of work done in this time, it makes the rest of the class so much easier. I know this is a lot to ask for a course like this, but this has consistently been one of the most fun and engaging experiences for our students.

Expectation:

Be at Startup Bootcamp as much as possible, especially in the evening when you don't have class. If you know that you can't be at Bootcamp due to other conflicts, let me know well ahead of time why you can't be there. Failure to attend Bootcamp will result in a low grade.

This is the only in-person event that we'll have as part of this class. I'll send more details out about what this will look like, and we'll make sure everyone is comfortable.

Demo Day

This is the big day! This is your opportunity to pitch what your business has accomplished this year to a team of judges. You'll have the chance to build a slide deck, pitch your business, and win prizes. Think of this as 275's final exam and take it seriously. We try to make this a great conclusion to the class and even bring free cookies.

Expectation:

Be in attendance. Be on time. Stay the entire time. Failure to attend will result in a low grade.





Overview of Class Projects:

Weekly Learnings:

Weekly Retro: *Individual*

A big part of this class is reflection. At the end of each week, you will complete a short 'retro' or reflection on the last week. What did you learn in the last week either in class or while working on your business? What surprised you? What was challenging?

It's simple and short, just take the time think about it and provide thoughtful reflections. I use this to gauge where you are at.

If you want to write it sooner than Friday, that's fine too. Just do it at the end of the time you spend working on your business that week.

Expectation:

- Complete the retro by the due date each week.
- Give evidence of significant thought and detail.

- Write at least a couple of sentences for each question prompt.

Sprint Planner: *Team*

We'll use this once the teams are formed and your business is growing each week.

A sprint planner is a structured management system that works really well to keep your business moving forward quickly. It includes what you learned last week, your goals for this week, and action steps for each team member.

We use this to track progress and monitor learning as a team.

Expectation:

- Complete the entire sprint planner, including the extra slides, by the due date each week.
- Provide significant detail in the planner.

Capacity Building Projects:

Coffee with Brennan: *Individual*

One of the outcome goals of this class is to help you evaluate if you want to continue pursuing something entrepreneurial and whether you'd like to do so as a part of Engler.

To help with this, I'd like to get to know you outside of class in groups of 1-4 students at Cultiva. I'll pay for coffee, and we'll simply discuss what you think about entrepreneurship and what your future goals are. It's very informal and is just a conversation.

Expectation:

- Sign up for one coffee slot.
- Contribute to the discussion.
- Be on time and stay the entire time of your chosen slot.

Podcast Project: *Individual*

Podcasts are a great information resource and you can find a podcast about anything: dinosaurs, Husker football, coffee beans, entrepreneurship.

This project includes listening to selected entrepreneurial podcasts and then reflecting on what you learned. We do this to help you grow your knowledge about available resources for you to access.

More details on this assignment are found in Canvas.

Expectation:

- Complete the podcast project by the due date.
- Provide significant detail and thought. Several paragraphs are expected.



Final Reports:

Final Financial Report: *Team*

At the end of the semester, your team will complete a financial report detailing the sales, expenses, profit, and loss of your business. You should keep detailed records as you build your business.

More details on this assignment can be found in Canvas.

Expectation:

- Complete the final financial report as a team.
- Include the financial information sheet.
- Provide significant details and accurate numbers.

Final Individual Retro: *Individual*

You'll also complete your own retro on how the semester went for you and what you personally learned. This is your chance to showcase what went well, what didn't go well, and the effort that you put into the class.

I'll use this as a starting place for our final grade negotiation.

More details on this assignment can be found in Canvas.

Expectation:

- Complete the individual retro by the due date.
- Provide significant detail and meet the length requirements.

Team Member Evaluation: *Individual*

You'll be working on a team most of the semester and will have the chance to evaluate each of your team members. You'll be asked to rank each person based upon the effort they put into the business. This evaluation holds a lot of weight, and I'll take this into consideration for the final grades at the end of the semester.

Expectation:

- Accurately complete the team member evaluation by the due date.



Other class items of note:

Visiting Entrepreneurs

It's a real challenge to teach entrepreneurship in the context of a classroom. A big part of 275 is exposing you to what entrepreneurship is *really like*. We do that by bringing in guest entrepreneurs. These are very successful real-world entrepreneurs who are giving of their time to come and talk to you. It's a huge value to get to learn from them. Many students say this is the best part of class. Take advantage of their willingness to visit with you! If you need an internship, ask them. If you want a mentor, ask them.

I expect you to be in class on these dates, to be on time, and be prepared to lots of questions.

Optional Grade Check-In's:

If you are interested in practicing for your final grade negotiation, you may sign up at any time during the semester. We will set it up just like the final negotiation, but it won't affect your grade. It's a great way to see where you stand in the class and if you are meeting effort expectations. Again, this is optional, not required.

Sign up for a Grade Check-In by scheduling a meeting using my Calendly link found on the first page of this syllabus. I've also scheduled specific time on a couple dates for in-class grade check-ins. I'll mention that you can sign up for this during class if you are interested.

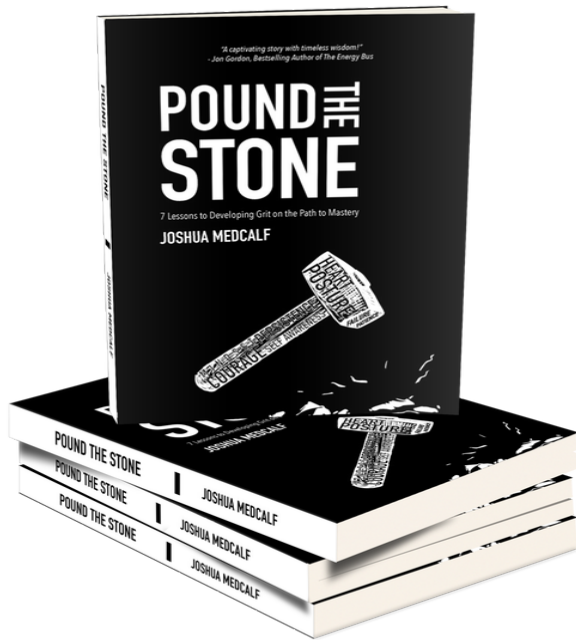
Feedback Provided Note

To help prepare you for the final negotiation and grade, I will commit to providing feedback on the first couple of assignments. This is to help you understand the level of effort I expect from you to earn a good grade. You may also schedule a practice Final Grade Negotiation Meeting at any time during the semester if you are interested in getting an idea on where you stand for the final grade. It will operate very similarly to the final grade meeting, but is just practice and not graded.

Class reading:

Pound The Stone

7 Lessons To Develop Grit On The Path To Mastery
by Joshua Medcalf



This is our 'common reading' across all sections of the 275 class. I ask you to read it (or listen, details below) and to reflect on it. There will be a short reflection to hand in and we'll talk about it in class.

Why we picked this book:

Grit is one of the Engler Pillars, and it's a crucial skill to build as an entrepreneur. Grit is the persistence needed to keep going, keep pushing, and keep building. Instead of reading a dry textbook on how to start a business, we've chosen this story-book to help teach this concept of Grit. Trust me, this will be one of the easiest reads for a college class.

Expectation:

- Read the book.
- Complete the Pound The Stone assignment by the due date. Show real reflection and significant detail in assignment.
- Be prepared to discuss it in class on the book discussion date.

Book Summary:

"Pound The Stone is the intense and inspiring story of a young man's journey through the obstacles, defeats, and eventual victories that come while developing grit on the path to mastery. Told in the same engaging fable style as Chop Wood Carry Water, this is a deeper dive into the timeless principles that guide and inspire anyone who seeks greatness in life and covers everything from true success, to the perfection trap, the value of failure, why courage is contagious and why vulnerability can save your life."

The Iowa State Football team even used it:

<https://www.desmoinesregister.com/story/sports/college/iowa-state/football/2018/11/19/iowa-state-cyclones-matt-campbell-joshua-medcalf-pound-stone-7-lessons-develop-grit/2043034002/>

Rather listen to it than read it? <https://www.audible.com/pd/Pound-the-Stone-Audiobook/B0749QV5L9>

Engler Starter's Roadmap

Stage	Key Questions	Actions
INSPIRE Who am I? Base Camp	1. What is my core purpose and nonnegotiable values? 2. What skills do I have and where are my gap areas? 3. Do I want to pursue something entrepreneurial? 4. What type of business do I want to build?	Attend community events such as hackathons, 1 Million Cups, and Open Coffee. Take EAEP 101 or an Engler Module. Attend Engler events such as Community Rally's, the Engler Trek, and the Business Fireside.
EXPERIMENT Do I want to want to start a company? Base Camp	1. Do I have a commercializable idea? 2. Can I find a team to build this? 3. Does our team have the skills needed to start? 4. Are we ready to take a calculated risk on this?	Launch a Side-Hustle. Take EAEP 275. Participate in starter events like the Engler Startup Experience and Pop-Up Shoppe.
VALIDATE Should I pursue this particular idea? Build Camp	1. Is there a problem worth solving? 2. Are customers willing to pay to solve this problem? 3. Is the market big enough for the business we want? 4. Are we the right team at the right time? 5. Is this a business we want to run?	Conduct Customer discovery interviews. Apply to Build Camp.
TEST Will customers pay me to solve this problem? Build Camp	1. What features does our prototype need? 2. What features can we avoid building now while still creating the value we've promised? 3. Will customers pay us to solve this problem?	Test a quick prototype, MVP, or demo (Wizard of Oz, concierge, or other non-scalable testing techniques)
BUILD What is the repeatable business model? Entrepreneur Camp	1. What does our Go ToMarket strategy look like? 2. How will we reach customers beyond our early adopters? 3. What is the best pricing model? 4. What is the repeatable, scalable process for turning non-paying users in to customers?	Run small cohort experiments with early adopters. Apply to Entrepreneur Camp.
SCALE Can we reach product/market fit? Entrepreneur Camp	1. Who do we need to add to our team to build and distribute our product? 2. What features do we need to build into our core product now and in the future? 3. What does our sales process look like? 4. Who should we partner with for distribution, investment?	Hire a team, build the product, and grow the business. Apply to Entrepreneur Camp.



UNL Guides:

Adversity

UNL offers a variety of options to students to aid them in dealing with stress and adversity. Counseling and Psychological & Services (CAPS) is a multidisciplinary team of psychologists and counselors that works collaboratively with Nebraska students to help them explore their feelings and thoughts and learn helpful ways to improve their mental, psychological and emotional well-being when issues arise. CAPS can be reached by calling 402-472-7450. Big Red Resilience & Well-Being provides one-on-one well-being coaching to any student who wants to enhance their well-being. Trained well-being coaches help students create and be grateful for positive experiences, practice resilience and self-compassion, and find support as they need it. BRRWB can be reached by calling 402-472-8770.

Course Conduct

Per the UNL Student Code of Conduct: "The maintenance of academic honesty and integrity is a vital concern of the University community. Any student found guilty of academic dishonesty shall be subject to both academic and disciplinary sanctions."

A. Academic dishonesty includes, but is not limited to, the following: Copying or attempting to copy from an academic test or examination of another student; using or attempting to use unauthorized materials, information, notes, study aids or other devices for an academic test, examination or exercise; engaging or attempting to engage the assistance of another individual in misrepresenting the academic performance of a student; communicating information in an unauthorized manner to another person for an academic test, examination or exercise; plagiarism; tampering with academic records and examinations; falsifying identity; aiding other students in academic dishonesty, and other behaviors in the student judicial code of conduct, Article III section B (stuafs.unl.edu/dos/code)

B. The penalties for academic dishonesty will be severe, and may range from receiving a failing grade on the test or assignment, failing the course in which academic dishonesty took place, or the possibility of expulsion from the university. Faculty will report all cases of academic dishonesty to the Dean of Students at UNL, who will place a report in the student's permanent file. A file of academic integrity violations will also be maintained by the College of Business.

C. If you copy, or substantially copy, work from anyone else on a paper, the work must be put in quotes and the source(s) cited. Otherwise, it is plagiarism. If plagiarism or other forms of academic dishonesty are found on a group work assignment, it is possible that every member of the group will be punished. It is to your advantage to check out anything that does not seem like the work of your group members or colleagues. Written assignments are subject to verification using Safe Assignment for plagiarism.

ADA

Students with disabilities are encouraged to contact the instructor for a confidential discussion of their individual needs for academic accommodation. It is the policy of the University of Nebraska-Lincoln to provide flexible and individualized accommodation to students with documented disabilities that may affect their ability to fully participate in course activities or to meet course requirements. To receive accommodation services, students must be registered with the Services for Students with Disabilities (SSD) office, 132 Canfield Administration, 472-3787 voice or TTY.



Entrepreneurship Philosophy from 48 Hour Startup, by Fraser Doherty

For anyone with a dream to start up on their own, there are endless airport bookshops filled with ‘build a billion-dollar company’ manuals. But what if your dream isn’t to build the next Apple? What if your dream is more ... realistic?

For many of us, the most important thing that we are searching for in life is freedom. Freedom from the monotony of jobs we hate. Freedom to make a living doing something we love, to work the hours we want to work and to do business in whatever way feels right to us.

For me, starting a business to get rich somewhat misses the point. The adventure that I have had in growing my business – the fun I have had, people I’ve met and places I’ve visited – are the things that I treasure more than the material possessions I’ve been able to buy. The idea that starting a business can be your route to freedom and adventure – to doing what you were born to do – can, for some people, be a slightly overwhelming prospect. A lot of people labour over their ideas, scheming and planning for years on end – with a worry that their idea isn’t quite right yet, that maybe they need to do more market research to be completely sure that it won’t be a total flop.

More than anything, this fear of failure stops people from pursuing their dreams. We hold ourselves back from what we deserve in life because we worry that if things don’t work out as they should and we end up with egg on our faces, people will laugh – or worse, that they won’t give us another chance.

Having met hundreds of people who struggle with this very real fear, it got me thinking: what if the risk of taking that plunge could be taken out of the equation? Is there, maybe, a way of starting a business that can allow people to dip their toe into the water, rather than jumping in at the deep end and risking everything? Perhaps if this were possible, I figured, more people would be willing and able to follow their hearts.

Maybe it’s your dream to start a business and for it to become your new fulltime career. Maybe you just want to try something out for a bit of fun on the side. Or perhaps you already have a business but want to find a way of testing out some new product ideas without betting the farm.

Whatever reason you have for taking on this experiment, I very much hope that the experiences, tools and tricks I have included in this book help you to get closer to your goals. I’m pretty confident that if you put in the focus and energy required, they will.

There are lessons I have learned and tools I have found that can make the process of going from idea to first customer a whole lot quicker. Although the businesses I have started – and indeed the business you will start – are all very different, many of the steps we all go through are almost exactly the same.

Because starting a business is a road that’s been walked before, you’d be crazy to try to figure out every step of the route from scratch and on your own. Feel free to look at this book as a ‘cheat sheet’; the basic essentials you need to know about the key steps of developing an idea and getting it to market quickly.