



FOUNDERS ACADEMY

Instructor's Guide

PRODUCED BY



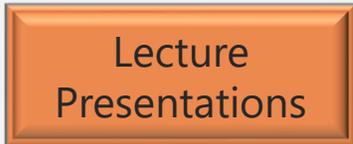
INTRODUCTION

It doesn't matter if your classes meet in-person or virtually, the Founders Academy video library and supplemental content can be used in a variety of ways to facilitate entrepreneurship education. This instructor's guide explains the most common use cases and provides various recommendations and curriculum roadmap templates to use as a starting point.

As a reminder, the key content available within the Founders Academy framework is listed below.



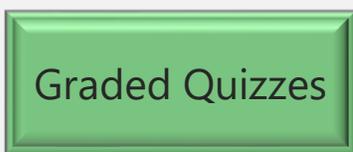
45 topic-specific streaming video modules, most in the 20-30 min range



Powerpoint slides that mirror the content in the video modules to be used for in-class lectures



Used to foster experiential learning, students put their learning into action to assemble key elements of a business plan for funding



Reinforce the learning experience throughout the course with topic-specific quizzes

Instructors that prescribe five or more video modules to their students for a given course will be granted access to the corresponding supplemental content mentioned above at no charge.

USE CASES

There are numerous use cases for the varied content offered with Founders Academy. Below is a description of the two that are most common.

COMPLEMENT EXISTING CURRICULUM CONTENT

Are there gaps or deficiencies in your existing content? Have some entrepreneurial or business best practices changed but your textbook hasn't been updated to reflect it? Are your students burned out on repeated reading assignments and lectures?

One approach to using Founders Academy is to pick and choose the topic-specific modules and related content that best complement what's already working well for you. The most common modules used in this way are as follows:

- Developing Your Idea
- Sizing Your Market
- Customer Acquisition Strategies
- Messaging & Positioning
- Pricing Strategies
- Optimizing CAC, Churn & LTV
- How Much to Raise & When
- Seed Funding Vehicles & Terms
- Demystifying Cap Tables
- Stock Options Explained

EXPERIENTIAL LEARNING (PRACTICUM METHOD)

Rather than teach theoretical entrepreneurship, why not allow the students to get closer to the real thing? With this method, students select a personal case study and develop a corresponding business plan throughout the semester. The final exam is an investor pitch for seed funding.

To help avoid starting from scratch on the curriculum flow (sequence of topics), a template for a 15-week semester is provided in editable spreadsheet format. Other than a few topics at the beginning and end of the semester, there is quite a bit of flexibility for shifting things around. In addition, the template includes a few “instructor’s choice” dates to bring in guest lecturers or incorporate other desirable content.

The experiential learning use case leverages all of the student assignments to facilitate the building of a business plan presentation. The video modules and lecture presentations can be used somewhat interchangeably for this use case. If a video module is prescribed, the instructor can use a subset of the corresponding lecture presentation to review important concepts in class before opening up for discussion, debate or in-class student project work time.

It is typically not important that the personal case study proposed by the student be something that could actually get seed funded by professional investors or something that could reach \$100M in revenue. Rather, it simply needs to be an idea that solves a problem and can be developed into a business plan.

Founders Academy is best used for technology-based case studies rather than services businesses. But the range of possible technology solutions is extremely wide – everything from mobile apps for consumers and consumer electronics to enterprise software and core licensed technology.

The instructor should review and approve each case study at the start of the semester. Below are a few things to consider for this review:

- Does the idea solve a real problem that's recognized in the market?
- Is the target market defined enough to be sized?
- Can you imagine a viable customer acquisition strategy?

It is possible that one or more students will request to change their case study during the semester. If this happens in the first few weeks, it is typically not a problem but might require that one or more already-completed assignments be updated to reflect the change.

While it is possible to group students into two or three-person teams, it is usually not necessary and might cause the assignment work to be less than desired for any given student. The most common exception to this is when students are already working in teams on a real project that could lead to commercialization.

There are three suggested alternatives for the final assignment (used as the final exam). All involve creating a business plan pitch for seed funding but with three different delivery options.

- Stand-up presentation in class with Q&A
- Recorded video played in class with Q&A
- Recorded video sent to instructor

See Appendix B for additional suggestions for this final assignment.

ACCESSING THE VIDEO LIBRARY

FOR INSTRUCTORS

Instructors will be given a no-charge account to access all videos in the Founders Academy library. This enables the instructor to explore the content covered in any and all assigned video modules. It also is helpful for when the instructor desires to give a lecture using the Founders Academy lecture presentations but doesn't have deep knowledge on the subject being taught. The video serves as a primer for the instructor.

FOR STUDENTS

Students simply need to be provided with the website address for the Founders Academy video library, where they will have options for a six-month rental or perpetual ownership. In either case, the videos can be streamed to their computer, smartphone or tablet device. A full list of video modules can be seen in Appendix A.

The video library can be paid for using 12 different currencies and videos can be watched as many times as desired.

The URL for accessing the video library is immediately below. A full list of URLs for each video module can be found in Appendix A for easy copy/paste into your learning management system.

www.vimeo.com/ondemand/shockwaveinnovations

Complete
45 module set

www.vimeo.com/ondemand/foundersacademy

"Essentials"
16-module set

INCORPORATING INTO THE CURRICULUM

The video modules are intended to be an educational tool, much like a chapter in a textbook. As such, they can be incorporated into the curriculum in a variety of ways, depending on the instructor's preference and knowledge to lecture on a given topic. Most video modules are 20-30 minutes in length.

The most common options are described below.

ASSIGN VIDEOS AS A PREREQUISITE

- Students watch the video then come to class for a recap lecture
- Students watch the video then come to class to hear a guest lecturer tell their story on the same subject
- Students watch the video then come to class for an open discussion
- Students watch the video then come to class for a quiz
- Students watch the video then complete an assignment

PLAY VIDEOS DURING CLASS PERIOD

- Instructor plays the video during class then opens for discussion
- Instructor plays the video during class then administers a quiz
- Instructor plays the video during class then administers an assignment

THEMED CATEGORIES WITHIN THE SYLLIBUS

With this approach, the instructor selects one or more functional themes and utilizes a combination of corresponding videos, lecture presentations, assignments and quizzes. The most ideal themes are as follows:

- Marketing & customer acquisition
- Idea development
- Fundraising
- Capitalization
- Sales

UTILIZING THE LECTURE MATERIAL

You will be given access to an online Dropbox account that contains all lecture material in PowerPoint format. Each video has a corresponding lecture presentation. In fact, since the videos are narrated PowerPoint presentations that are rendered as a video, the content in the lecture material is identical to what's shown in the corresponding video.

The lecture presentations can either be used in their entirety or a subset can be used to recap important points and facilitate in-class discussion.

The video playing time shown on Appendix A can be used as a baseline for how long it might take to present the corresponding lecture presentation in-class. You know better than anyone how active your class is with questions/dialog and can adjust accordingly.

The video modules can also be used to educate or inform an instructor on a topic they are not deeply familiar with or to convey additional insights that might not have otherwise been known.

GUEST LECTURERS

Below is a list of guest lectures to consider incorporating into the curriculum, if you can identify the right resources that are willing to help.

- Incorporating a company
- IP law (focus on patents)
- Startup founder story
- Conducting market research
- Venture investing (angel or VC)
- Exits (getting acquired or IPO)
- Tech commercialization methods while in college

ASSIGNING PROJECTS

Several structured assignments have been created to help reinforce the concepts taught (see list below). For instructors that choose the experiential learning approach, the assignments further contribute to the final business plan presentation. Each assignment includes a recap of important concepts conveyed in the video or lecture as well as the assignment itself.

You will be given access to an online Dropbox account that contains all assignments in both editable Word format, in case you decide to make changes, and PDF format.

AVAILABLE ASSIGNMENTS

- Startup Idea Development
- Elevator Pitch Development
- Sizing Your Market
- Customer Acquisition Strategy
- Pricing Strategy
- Roadmap Prioritization
- How Much to Raise in Next Round
- Business Plan Pitch as Final Assignment

GRADING ALONG THE WAY

A handful of quizzes have been created to help reinforce the concepts taught (see list below). Each quiz includes 10 questions plus an optional bonus question. The quizzes are made up of mostly multiple choice questions with a couple of true/false statements.

Student study notes are available and can be shared with the students to facilitate reviewing for the quiz. These study notes are simply a PDF version of the lecture material with two slides per page.

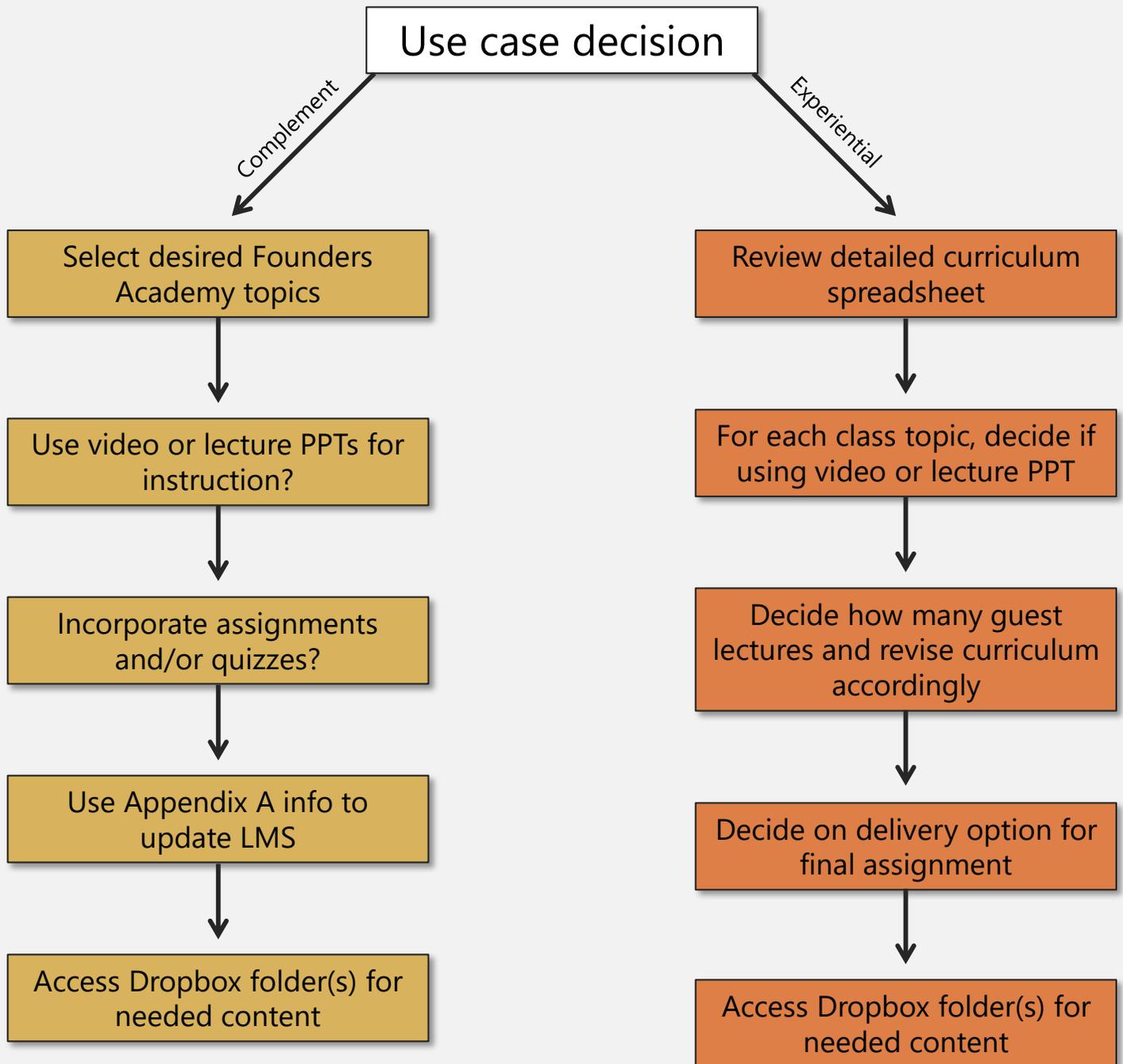
Since the quizzes draw straight from the lecture or video content, they are not especially difficult. Most students that pay attention to the video or lecture and then review the provided study notes for 30 minutes or more should be able to make an A grade. Because of this, a second more difficult version of each quiz is also available. It has one additional multiple choice option for each question versus the base quiz version and also eliminates the bonus question.

You will be given access to an online Dropbox account that contains all quizzes in editable Word format, in case you would like to make changes, as well as all quiz answer keys.

AVAILABLE QUIZZES

- Market Sizing
- Capitalization
- Customer Acquisition
- Fundraising
- Pricing Strategy

ROADMAP



FREQUENTLY ASKED QUESTIONS (FAQ)

Is Founders Academy more suitable for undergraduate or graduate students?

The Founders Academy content can be used in almost any educational setting starting with high school. What is most needed is a desire on behalf of the students to learn and/or apply entrepreneurship principals. Most of the concepts covered do not require prerequisite understanding of advanced math, economics, finance or marketing.

What is the cost to the students?

The 16-module "essentials" set can be rented for six months at a cost of \$39 and the full 45 module set can be rented for \$99. Purchase options are also available.

What if I only want to use less than either of the full video sets?

Some of the individual modules can be rented for \$5-10 each and unique links can be provided to the students for those specific modules.

What is the cost to the instructor?

Instructors that prescribe five or more modules to their students for a given course will be granted access to the videos, lecture presentation, assignments and quizzes at no charge.

Can Founders Academy be used outside the US?

Yes. Although the content is in English, the videos are streamed online and available anywhere there's a reliable Internet connection. Additionally, the videos can be paid for using 12 different currencies.

How do instructors access the lecture presentations, assignments and quizzes?

All of the content is stored in Dropbox folders that are shared with participating instructors.

Can the supplemental content be edited?

Yes, all content except for the videos is available in source content (PowerPoint, Word, etc) for editing and customization by the instructor.

Can the experiential learning curriculum be modified?

Yes, the suggested curriculum topics and sequence are easily modified based on the needs of the instructor for a given course. To assist with this, the example curriculum is provided in Excel spreadsheet format for easy editing.

FREQUENTLY ASKED QUESTIONS (FAQ)

How are the videos accessed after they are rented or purchased?

They are streamed from www.vimeo.com/ondemand/shockwaveinnovations (full 45 module set) or www.vimeo.com/ondemand/foundersacademy (16-module "essentials set).

What if I already have an entrepreneurship curriculum and content that I mostly like? Can I still use Founders Academy?

Absolutely. There are 45 video modules and lecture presentations available. Select the ones that best fill gaps in your content or replace content that you either don't like or has fallen out of date. Prescribe those specific videos to your students and they can rent or purchase them for \$5-10 each depending on length. Alternatively, you might find that the "Essentials" set has the modules you're interested in.

How do I deliver lectures on topics I am not familiar with?

One option is to have the students watch the video instead and have a discussion while together in class. Another option is to do the same but have a guest lecturer come in to give some personal insights, tell some stories, answer questions and/or facilitate the class discussion. The final option is to watch the video for that lecture to generally educate yourself and hear how it was explained, then use that provided lecture material to deliver the lecture.

What about having students work in teams?

This is certainly possible, especially if the students are already working on a real startup idea together. And in this case, you could expand the time allowed for the final business plan presentation (if using the experiential method) so the teams can provide deeper and more complete business plan insights. But also realize that the assignments and suggested experiential learning curriculum can easily be handled by solo students, each working on their personal case study.

How difficult are the quizzes, as designed?

The base quiz is not intended to be difficult but rather follows the information delivered in the video or lecture. Students that pay attention and study for at least 30 minutes using the provided student study guides should pretty easily be able to make an A grade. Plus, the base quizzes have a bonus question and you can decide how many points to assign to that. If you want more difficult quiz versions, they are also available and are essentially more difficult via an extra multiple choice option for each question and no bonus question.

CORE MODULES*

| THEME | TITLE | LENGTH | URL |
|----------------------|---------------------------------|--------|---|
| Getting Started | So You Wanna Start a Startup? | 18 min | https://vimeo.com/152077006 |
| Getting Started | The Startup Operating System | 10 min | https://vimeo.com/272574365 |
| Idea Development | Developing your idea | 25 min | https://vimeo.com/215356614 |
| Elevator Pitch | Your elevator pitch | 16 min | https://vimeo.com/148008401 |
| Market Sizing | Sizing your market | 29 min | https://vimeo.com/151337501 |
| Advisors | Leveraging advisors | 21 min | https://vimeo.com/145306376 |
| Marketing | Pricing strategies | 20 min | https://vimeo.com/173538397 |
| Customer Acquisition | Customer acquisition strategies | 31 min | https://vimeo.com/164849303 |
| Customer Acquisition | Optimizing CAC, churn & LTV | 24 min | https://vimeo.com/209110694 |
| Capitalization | Demystifying cap tables | 46 min | https://vimeo.com/197535841 |
| Capitalization | Stock options explained | 27 min | https://vimeo.com/197537182 |
| Fundraising | Basic fundraising vocabulary | 15 min | https://vimeo.com/147942463 |
| Fundraising | How much to raise and when | 25 min | https://vimeo.com/147942465 |
| Fundraising | Seed funding vehicles and terms | 31 min | https://vimeo.com/147942464 |
| Fundraising | Pitch decks | 25 min | https://vimeo.com/148008402 |
| Legal | Controlling legal costs | 21 min | https://vimeo.com/157503356 |

* The above video modules are also included in a compilation set labeled "Essentials". That set can be rented or purchased as a package at a considerable discount versus the full set. The URLs listed above correspond to the module in the complete 45-module set. See the "Essentials" URLs on another page.

Complete 45 module set

www.vimeo.com/ondemand/shockwaveinnovations

OTHER MODULES

| THEME | TITLE | LENGTH | URL |
|----------------------|---------------------------------------|--------|---|
| Business Development | BD secrets and strategic partnerships | 39 min | https://vimeo.com/149774700 |
| Business Development | Licensing your technology | 23 min | https://vimeo.com/163114682 |
| Capitalization | Pricing your stock | 12 min | https://vimeo.com/197536871 |
| Fundraising | Demonstrating traction | 21 min | https://vimeo.com/159613203 |
| Fundraising | Finding and pitching investors | 19 min | https://vimeo.com/147942467 |
| Fundraising | Fundraising issues, hints and tips | 27 min | https://vimeo.com/147942462 |
| Fundraising | Negotiating Valuation | 19 min | https://vimeo.com/272849264 |
| Fundraising | Preparing for a Pitching Event | 24 min | https://vimeo.com/272575081 |
| Hardware | Hardware company considerations | 29 min | https://vimeo.com/152102977 |
| Human Resources | Compensating your first employees | 22 min | https://vimeo.com/145059324 |
| M&A | Golden rules of M&A | 21 min | https://vimeo.com/152355094 |
| M&A | A tale of two acquisitions | 28 min | https://vimeo.com/152355095 |
| M&A | Demystifying due diligence | 25 min | https://vimeo.com/152512129 |
| Marketing | Messaging and positioning | 23 min | https://vimeo.com/173538398 |
| Marketing | B2B demand generation | 42 min | https://vimeo.com/173538395 |
| Marketing | Optimizing your website | 10 min | https://vimeo.com/272575953 |
| Marketing | Marketing operations and metrics | 21 min | https://vimeo.com/173538394 |
| Sales | Defining your sales model | 43 min | https://vimeo.com/149699466 |
| Sales | Sales quotas and compensation | 37 min | https://vimeo.com/149699462 |
| Sales | Organization and territories | 36 min | https://vimeo.com/149699465 |
| Sales | Managing the sales team | 22 min | https://vimeo.com/149699463 |
| Sales | Distribution channels | 25 min | https://vimeo.com/149699464 |
| Sales | Introduction to enterprise sales | 31 min | https://vimeo.com/149925824 |
| Strategy & Planning | Expanding beyond your home market | 19 min | https://vimeo.com/151337505 |
| Strategy & Planning | Tools for planning | 17 min | https://vimeo.com/151342915 |
| Strategy & Planning | Tools for focus and priority | 31 min | https://vimeo.com/151337507 |
| Strategy & Planning | Tools for assessing progress | 25 min | https://vimeo.com/151342914 |
| Strategy & Planning | Establishing a management system | 22 min | https://vimeo.com/151337502 |
| Strategy & Planning | Growth and scalability | 12 min | https://vimeo.com/151342913 |

URLs for the “Essentials” Set

| THEME | TITLE | URL |
|----------------------|---------------------------------|---|
| Getting Started | So You Wanna Start a Startup? | https://vimeo.com/161225421 |
| Getting Started | The Startup Operating System | https://vimeo.com/272572404 |
| Idea Development | Developing your idea | https://vimeo.com/220150596 |
| Elevator Pitch | Your elevator pitch | https://vimeo.com/220150410 |
| Market Sizing | Sizing your market | https://vimeo.com/220150757 |
| Advisors | Leveraging advisors | https://vimeo.com/220151831 |
| Marketing | Pricing strategies | https://vimeo.com/220151389 |
| Customer Acquisition | Customer acquisition strategies | https://vimeo.com/220150485 |
| Customer Acquisition | Optimizing CAC, churn & LTV | https://vimeo.com/220151658 |
| Capitalization | Demystifying cap tables | https://vimeo.com/220151460 |
| Capitalization | Stock options explained | https://vimeo.com/220151718 |
| Fundraising | Basic fundraising vocabulary | https://vimeo.com/220150068 |
| Fundraising | How much to raise and when | https://vimeo.com/220150130 |
| Fundraising | Seed funding vehicles and terms | https://vimeo.com/220150292 |
| Fundraising | Pitch decks | https://vimeo.com/220150203 |
| Legal | Controlling legal costs | https://vimeo.com/220151944 |

“Essentials” 16-module set

www.vimeo.com/ondemand/foundersacademy

APPENDIX B – FINAL ASSIGNMENT

For instructors that choose the experiential learning approach, the final assignment involves completing a business plan pitch for seed funding. Below are some insights and suggestions to make this as effective and efficient as possible.

DELIVERY OPTIONS

Three versions are available for this final assignment, each with a different delivery option for the business plan presentation. Two involve creating a video and either playing it in class or having the student send directly to the instructor for independent review and grading. The primary reason to play in class is to allow for Q&A immediately following to further gauge the students' grasp of the business plan.

The third suggested option involves having the students delivery a stand-up presentation using slides. This also allows for an optional Q&A component.

A key determining factor of delivery option is available in-class time for the final exam. With 3-5 minutes for each video or presentation plus 2-3 minutes of Q&A, the in-class options are likely not practical with more than 25-30 students.

GRADING

One approach to grading these final assignments is to give a 1-10 score for each of the following categories:

- Business Plan – completeness and adherence to concepts taught
- Fundraising Strategy – logical and focused on desired outcomes
- Compelling – presented in such a way that it's interesting and exciting
- Q&A – ability to answer questions that fill in blanks or provide clarity

BUSINESS PLAN OUTLINE TEMPLATE

One of the documents provided is actually a template to help the students progressively outline their business plan throughout the semester. There are sections for each major component of the business plan that is covered. After completing various assignments and lectures, students can update their business plan outline.

Students that use this template will find it easier to create their final business plan pitch. The template can be found on Dropbox in the “Assignments” folder.

OTHER INSIGHTS AND ADVICE

- **Customization** – each version of the final assignment is available in editable Word format to allow for customization
- **Grading Criteria** – the grading approach suggested above is not mentioned in the final assignment document, which means you will want to include that information in your syllabus, learning management system or otherwise so the students are clear
- **Q&A Preparation** – reviewing each video or PowerPoint deck (depending on format) before the in-class performance will allow at least some questions to be identified ahead of time
- **Playing Videos in Class** – capturing the URL and any special access codes in a list will make it easier to play one at a time during the final class period



www.shockwaveinnovations.com