**Purpose of the Course**
This is a course about starting and growing a new venture. A key vehicle for this effort is the business plan. A business plan helps an entrepreneur qualify an opportunity and attract support from others. It engages and energizes the founding team, investors, suppliers and other key partners. A well-written plan sets key milestones and indicates the resources needed to achieve them, in an increasingly complex business environment. Through the planning process the tight link between market and financial planning will also become evident. Finally, a business plan should provide a set of standards against which to evaluate actual performance, such that it should become the “operating plan” once the business is launched.

**Requirements**
Students will self-select to work in diverse teams of four, with the goal of developing an idea for a new venture. This work serves as the basis for two major deliverables: a 40-page written business plan and a 20-minute oral presentation. The oral presentation is often referred to as a “pitch” for funding, but can also represent a request for other key resources.

Students will be graded on in-class participation, with attendance at every class expected. In addition to the business plan, there will be assigned readings and cases. Entrepreneurs from the business community will attend classes to share insights on starting and running a new venture. Participation in the UC Berkeley Business Plan Competition is encouraged, but is not required. Attendance at the business plan finals is an important learning opportunity, and is required.

Required books include: *New Venture Creation*, by Timmons and Spinelli as well as *Getting to Plan B*, by Mullins and Komisar. Additional cases will be added and available through studynet.

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