

Entrepreneurial Design 2013

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January 9 — **Macro-level shifts and the state of the world** with [Brad Burnham](#)

[Week One Slides](#)

Readings

- [A Narrative on the Threat to Internet Freedom](#) by Brad Burnham
- [The Freedom to Innovate](#) by Brad Burnham

Background

- [Web Services as Governments](#) by Brad Burnham
- [I Believe In The Internet - The Content Industry Doesn't](#) by Brad Burnham
- [Why Software is Eating the World](#) by Marc Andreessen
- [The other road ahead](#) by Paul Graham
- [A conversation with Fred Wilson and Carlota Perez](#) at Web 2.0 Expo NY
- [The Epic Story of Container Shipping](#) by Venkatesh Rao

January 16 — **Perspectives & Internet Monetization** with [Fred Wilson](#)

[Week Two Slides](#)

Readings

- [A Talk I Gave on Blogging](#) by Fred Wilson
- [Fred Wilson's MBA Mondays Series on Revenue Models](#)
 - [The Revenue Model Hackpad](#)
 - Revenue Models: [Advertising](#), [Commerce](#), [Subscriptions](#), [Peer-to-Peer](#)

Background

- [A Capitalist's Dilemma, Whoever Wins on Tuesday](#) by Clayton Christensen
- [Native Monetization](#) by Jon Steinberg
- [Ten Rules for Web Startups](#) by Evan Williams
- [8 Essential questions you need to ask your business model](#) by Alex Osterwalder
- Strategy Letters [II](#) and [III](#) by Joel Spolsky
- [Why Old Media and Tom Cruise Should Worry about Cheaper Technology](#) by Hal Varian

January 23 — **Customer Development and Running Experiments** with [Hong Qu](#)

[Week Three Slides](#)

From Hong:

- [YouTube Design Process](#)

- [Rapid Prototyping](#)
- [The Elements of User Experience](#)

Readings

- [Steve Blank It's Our Research Interview](#)
- [Inside User Research at YouTube](#) by Sasha Lubomirsky

Background

- [Customer Development talk](#) by Steve Blank
- [12 Tips for Early Customer Development Interviews \(Revision 3\)](#) by Giff Constable
- [Ask HN: How did you find your first paying customers?](#)
- Eric Ries: [Creating the Lean Startup](#) (written) and [Evangelizing for the Lean Startup](#) (video)
- [When has a startup hit product/market fit?](#) by Andrew Chen
- [Goodbye, Google](#) by Doug Bowman
- [Groundhog Day, or, the Problem with A/B Testing](#) by Jeff Atwood
- [When do you throw in the towel on your struggling project?](#) by Vin Vacanti

Resources

- [Startup Tools](#) collected by Steve Blank
- [A few good online survey tools](#) by Eric Leland

January 30 — **Getting Started / Launch Review I**

Readings

- [XOXO Fest: Opening Comments w/Andy Baio](#)
- Jessica Livingston: [What Stops Female Founders?](#)
- Ben Pieratt: [My Job Pt 1 -- I have no idea what I'm doing](#)
- Jessica Mah: [A Startup is a Learning Experience](#)
- [Why to Not Start a Startup](#) by Paul Graham
- [Founder/market fit](#) by Chris Dixon

Background

- [How to Start a Startup](#) by Paul Graham
- [Rebekah Cox at Web 2.0 Expo SF 2011](#)
- Mike Krieger and Kevin Systrom: [From Stanford to Startup](#) - especially the "Trust Your Gut," "Sink or Swim," "Building a Product," and "Start Now" sections
- [Week 315](#) by Matt Webb
- [How to bootstrap](#) by Spencer Fry
- Dennis Crowley: [Top Five pieces of Advice for Entrepreneurs](#)
- [As first-time entrepreneurs, what part of the process are people often completely blind to?](#) thread on Quora
- [Are business plans still necessary?](#) by Mark Suster
- [Lessons from 12 New York entrepreneurs after a year in the business](#) by Courtney Boyd Myers
- [Micro-ISV: from vision to reality](#) by Joel Spolsky

Resources

- [StartupCompanyLawyer.com](#)
- [Hiring Religion](#) by Paul English
- [Where can web startups learn about financial modeling that accounts for the important metrics and costs?](#) thread on Quora
- [How To Get Media Coverage For Your Startup: A Complete Guide](#)
- [How do I start an online business?](#) thread on Quora

February 6 — **Future of Labor**

Readings

- [Thinking About Employment](#) and Parts [Two](#), [Three](#), [Four](#) by Albert Wenger
- [DLD13 Keynote](#) by Max Levchin
- [Better Than Human: Why Robots Will — And Must — Take Our Jobs](#) by Kevin Kelly
- [XOXO Fest: Dan Provost & Tom Gerhardt, Studio Neat / Glif / Cosmonaut](#)
- [The Power of Side Projects and Eccentric Aunts](#) by Tina Roth Eisenberg

Background

- [Buffeted by the Web, but Now Riding It](#)
- [One Year After Quitting My Job](#) by Nathan Barry
- [Bingo Card Creator \(and other stuff\) Year in Review 2012](#) by Patrick McKenzie

February 13 — **Identities & Audiences**

Readings

- Chris Poole: [High Order Bit](#) at Web 2.0 Summit 2011
- [XOXO Fest: Emily Winfield Martin / Black Apple](#)
- [Indie Game: The Movie: The Case Study](#) by Lisanne Pajot and James Swirsky
- [How to Win at Self-Distribution if You're Not Louis C.K.](#) by Steve Ramos

Background

- [How to Write a Good Bio](#) by Scott Berkun

February 20 — **Feedback / Launch Review II**

Readings

- [Interview with Emmet Gowin](#) by John Caponigro
- [One and Done](#) by Jon Kolko
- [Jeff Bezos's Peculiar Management Tool for Self-Discipline](#)
- [When do you throw in the towel on your struggling project?](#) by Vin Vacanti
- [The Bullseye Framework](#) by Gabriel Weinberg

February 27 — **User Acquisition**

Readings

- Jonah Peretti: [Web 2.0 Expo New York 2010 interview](#)
- [How Empathy Breeds Viral Phenomena](#) by Chris Menning
- [Here are 10 tips from BuzzFeed to make your content go viral](#) by Mark Suster

Background

- [Viral Marketing for the Real World \(Original Paper\)](#) by Duncan Watts, Jonah Peretti
- [The Hidden Secrets of Social Media and Viral Advertising](#) by Jonah Peretti (video)
- [But how am I doing compared to other companies?](#) by Cindy Alvarez
- [“Catch and Release” Business Models](#) by Josh Kopelman
- [Predicting Customer Lifetime Value](#) from Kellogg Insight
- [Growth Hacker is the New VP of Marketing](#) by Andrew Chen
- [What’s your viral loop?](#) by Andrew Chen

Resources

- [The 5-Minute guide to cheap startup advertising](#) by Dharmesh Shah
- [Quora: What are some decisions taken by the Growth team at Facebook that helped Facebook reach 500 million-users?](#)
- [Kickstarter Post-Mortem](#) by Ze Frank
- [Hacking Kickstarter: How to Raise \\$100,000 in 10 Days](#) by Mike Del Ponte
- [How to calculate cost-per-acquisition](#) by Andrew Chen
- [Startup Marketing Blog](#)

March 13 — **Guest Teacher: Christina Cacioppo**

Readings

- [The Power of Side Projects and Eccentric Aunts](#) by Tina Roth Eisenberg
- [One Year After Quitting My Job](#) by Nathan Barry
- [How to Win at Self-Distribution if You’re Not Louis C.K.](#) by Steve Ramos

Activity

Come to class with answers to these questions:

Since the class started ..

1. One thing I thought that I don't believe any longer. (Or: One thing I didn't believe that now I do.)
2. One thing I'm making sure to do more often
3. One thing I'm keeping in mind
4. One thing I'll do next

March 20 — **Launch Review III** with [Christina Mercado](#)

March 27 — **Guest Speakers:** [Charles Adler](#), [Tash Wong + Tom Harman](#)

April 3 — **Launch Review IV**

April 10 — **Guest Speakers:** [Amanda Peyton](#), [Carine Carmy](#)

April 17 — **Funding / Guest Speakers:** [Cap Watkins](#), [Jeremy Canfield](#)

Readings

- [The End of Client Services](#) and [In Defense of Client Services](#) by Khoi Vinh
- [Strategy Letter I](#) by Joel Spolsky
- [The New Funding Landscape](#) by Paul Graham
- [What I Learned from Raising Venture Capital](#) by Gabriel Weinberg
- [Working Capital Financing](#) and [Customer Financing](#) by Fred Wilson
- [How to communicate traction to investors](#) by Brendan Baker

Background

- [Investors](#) by Chris Zacharias
- [What I Learned When I started a Design Studio](#) by Khoi Vinh
- [What Should you do with your Crappy Little Services Business?](#) by Mark Suster
- [Why Instapaper Free is Taking an Extended Vacation](#) by Marco Arment
- [How to handle a VC presentation with no deck](#) by Mark Suster
- [Ask HN: How much do founders pay themselves?](#)

April 24 — **The Last Class** with [Khoi Vinh](#)

Readings

- Sheryl Sandberg: [Scaling Vision, Products, and Yourself](#)
- Khoi Vinh: [Students, Don't Do as I Have Done](#)

Background

- [Is it time for you to earn or learn?](#) by Mark Suster
- [Building the company versus building the business](#) by Matt Blumberg
- Ben Pieratt: [Dear Web and Graphic Designers, please understand there are greater opportunities available to you](#)

About the Course

Entrepreneurial Design is a course in [SVA's MFA in Interaction Design Program](#) which provides a real-world setting for students to:

- launch
- iterate
- seek out advice and feedback from others
- learn to make their own decisions

The course takes a broad definition of entrepreneurship (from coffee shops to tech startups), and focuses on the emerging opportunities that come from living and working in an increasingly networked world, while challenging the students, all [17 first-year grad students](#), to think of themselves not as designers but as creators.

The general framework for the course was [co-created in 2012](#) by Christina Cacioppo and Gary Chou. For more background, here are some blog posts from last year's students:

[Can you teach someone to be an entrepreneur?](#) (Barbara deWilde)

[Fail in public](#) (Tony Chu)

[A class on life](#) (Nikki Sylianteng)

Who

Instructor: [Gary Chou](#) ([Blog](#), [Twitter](#)) *TA:* [Tony Chu](#) ([Blog](#), [Twitter](#)) *Coaches:* [The Awesome League](#)

When: Wednesdays, Jan 9 - April 24, 10am - 12:50pm @ Union Square Ventures / [915 Broadway](#) / 19th floor

Office hours: Arrange by email with Gary

Student Twitter List:

<https://twitter.com/garychou/sva-ixd-14/members>

Student Blogs:

<http://adamnorbury.tumblr.com>

<http://alextodaro.tumblr.com>

<http://ankestohlmann.tumblr.com>

<http://ashleymarieandthesea.tumblr.com>

<http://dontoverthink.tumblr.com>

<http://brynnshepherd.tumblr.com>

<http://debbieventures.tumblr.com>

<http://jenningshanna.tumblr.com>

<http://jtk8682.tumblr.com>

<http://mkhandekar.tumblr.com>

<http://minsunmini.tumblr.com>

<http://pjue.tumblr.com>

<http://raemilne.tumblr.com>

<http://the-record-shows.tumblr.com>

<http://falets.tumblr.com>

<http://davidtylerson.tumblr.com>

<http://willatracosas.tumblr.com>

Course Components

Writing

Write at least 750 words, using [750words](#), five of the seven days each week of the semester. 750words is a default-private site that provides a text box and a word count. While we'll be able to tell how much you wrote, and we'll not be able to see what you wrote. Use this to write about your ideas, inspirations, experiences, and/or responses to the readings, lectures, or generally things that happen each day.

Blogging

Write and publish one blog post each week that expresses an opinion about something related to the class on your personal Tumblr. We'll reblog these posts to a class Tumblr. You'll be added as a contributor to the class Tumblr; please use it for other photos, links, quotes, text, etc. that you'd like to share with the entire class.

Dashboards

Each week, [complete the Dashboards](#) by Monday, end-of-day. There are three parts to update:

1. Lessons: something you learned this week.
2. Questions/Help: a question that you have that you'd like to discuss in class or with the group.
3. Blog Post: post the URL to your weekly blog post.

Tony will help remind y'all to get this done.

Assignments

There are 10 assignments. They can be completed in any order. Multiple assignments may be combined into a single effort. You may work on assignments with people from outside the class so long as you are able to explain your work.

\$1000 Project

Create and deliver a product or service that generates \$1,000 (approximately one month's rent) of gross profit before the final class on April 25. [More details below](#).

Guest Speakers

Lectures will be given in class for 30 - 45 minutes, followed by a question and answer session. The majority of the lectures will be given by outside speakers, and we encourage you to familiarize yourself with the speaker before s/he comes into class.

Readings

Items listed in the *Readings* section are required for the week. We're looking forward to discussing the readings with you.

Background and Resources

Additional reading materials and resources are provided each week, as appropriate and are optional.

Coaching

Coaching Assignments will be made in Week 2. Each student will be assigned to 2-3 coaches, and will be responsible for coordinating meetings, setting the agenda for the discussion, and asking for what they need. [Coaches](#) are not responsible for grading or for the success or failure of your project.

Grading

Grading will be based on the effort you put toward this class.

\$1K Project

Make \$1,000 of profit on the Internet in a reasonably repeatable fashion. Contracting your services is not allowed. Profit is defined as revenue minus hard expenses incurred, excluding time spent.

Success Criteria

- After subtracting hard expenses, is the project on pace to bring in \$1000 of monthly profit?
- Is it arguably repeatable?
- Is it arguably sustainable?

Assumptions

- You can invest any amount of startup time required.
- Your time does not count against the total cost.

Rationale

This project is about creating a recurring revenue stream. Approximating \$1000/mo in rent (which is arguably low for NYC), can you create something that covers your costs, thus giving you the runway and the freedom to pursue projects of interest?

What can't you do?

Contracting out your design services is not allowed. The whole point of this is to create a recurring source of revenue that over time takes less and less of your time to manage.

Teaming Up

You can work on this project with another classmate, but if so, keep in mind that you will need to net \$1000 per person.

Examples from last year include:

- [Coastermatic](#)
- [Postcard Poets](#) ([read their post-mortem](#))
- [The Cheese Map](#)
- [A Very Graphic Poster](#)

Assignments

1. Identify someone with whom you'd like to meet and use your network – friends, colleagues, classmates, co-workers, etc. – to find an introduction. Set up an in-person, phone, or video meeting with this person. Write and publish a blog post about the experience. Submit the URL to the post.
2. Send a cold email that introduces yourself to someone you'd like to meet, and set up an in-person, phone, or video meeting with this person. Write and publish a blog post about the experience. Submit the URL to the post.
3. Write a blog post that accumulates backlinks by 20 source domains, as reported by Google Webmaster Tools. Submit a URL to a screenshot of your Google Webmaster Tools dashboard.

Go to: Traffic > Links to Your Site > Your Most Linked Content

4. Post something original that accumulates 20 Twitter RTs, 20 Tumblr Reblogs, or 20 shares on Google+. Submit the URL to the post that shows this (or a screenshot)
5. Deploy a "Hello World" page on Google App Engine or Heroku, and map the page to your own domain, so that "X.com" redirects to the site you created. The first lesson in Udacity's CS 253 class (<http://www.udacity.com/overview/Course/cs253/CourseRev/apr2012>) is a step-by-step guide to App Engine deployment. For Heroku, sign up and follow: <https://devcenter.heroku.com/articles/quickstart> Submit the URL to your page.
6. Hire someone from a labor marketplaces like Work Market, TaskRabbit, Zaarly, oDesk, Elance, Amazon Mechanical Turk, or 99 Designs to do \$50 of work on one of your projects. Write a blog post describing your experience. Submit the URL to your blog post.
7. Get someone to write a blog/news post featuring you or something you made. Submit the URL to the post.
8. Teach a Skillshare class or give a talk to at least 20 offline paid participants. Submit the URL to your Skillshare class page.
9. Collect twenty unique email addresses for an online service, project, or site you've launched. Use email marketing, paid search, Facebook ads, Reddit ads, paid Stumbles, promoted Tumblr posts, promoted tweets, etc. to gain traffic, and track conversion rates across the different channels. Submit a URL to a screenshot of your email addresses.
10. Become an affiliate (Amazon, Google, Linkshare, iTunes, etc...) and earn \$20 of affiliate revenue. Submit a screenshot of your affiliate dashboard, write a blog post describing what you learned.

Rules

1. Assignments can be completed in any order but should be completed by the final class.
2. One project can cover multiple assignments (e.g. your Google App Engine page might collect 20 email addresses, and your blog post about setting it up might generate 20 links.)

3. You can work with people outside of class on any of the work. All writing must be your own, and you should be able to explain any of the work.

Getting Started

1. Setup 750words.com account. While you're at it, support the service and [become a patron](#).
2. Sign up for [Twitter](#).
3. Sign up for [Tumblr](#).
4. Sign up for [Disqus](#) and [install Disqus on your Tumblr blog](#).
5. Sign up for [Google Analytics](#) and [install it on your Tumblr blog](#).
6. Sign up for [Google Webmaster Tools](#) and [add it to your Tumblr blog](#).
7. Update the [Class Dashboard](#) (visible only to students and coaches) with your info. The Class Dashboard is where you will submit assignments, updates, questions, and lessons learned.

Reference

2012 Projects

- [Coastermatic](#)
- [Postcard Poets](#) ([read their post-mortem](#))
- [The Cheese Map](#)
- [A Very Graphic Poster](#)
- [Android UX Design Patterns](#)

2013 Projects

- [Engraved](#)
- [League of Ladies](#)
- [Li'l Stories](#)
- [Mark This Town](#)
- [Sticky Jots: Order Now!](#) <http://store.stickyjots.com/>
- [WTF Should I Buy From Amazon](#)
- [more from 2013](#)

Post-semester thoughts:

- [On Self Sufficiency](#) by Gary Chou
- [Can you teach someone to be an entrepreneur](#) by Barbara de Wilde
- [Fail in Public](#) by Tony Chu
- [A class on life](#) by Nikki Sylianteng
- [What I learned from earning \\$1k in a semester](#) by Pam Jue
- [Coastermatic's Tash Wong and Tom Harman on The Big Web Show](#)

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