

**Chair of Entrepreneurship**  
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# E 2.0

## **E 2.0 Core Metric**

To capture as many student man-hours as possible around the theme of entrepreneurship

## **Core Customer**

Stanford students, particularly freshmen and sophomores

## **E 2.0 Founders**

Jonathan Manzi - Stanford Co-Chair of Entrepreneurship

Dan Thompson - Stanford Co-Chair of Entrepreneurship

Stewart Macgregor-Dennis - Stanford Student Body Vice-President

## **Impact**

- Spreading entrepreneurship through role models and success stories
- Helping students become extremely successful entrepreneurs, not just great students of entrepreneurship
- Become the unifying point of contact for entrepreneurship on campus to streamline the entrance and engagement with student entrepreneurship
- Integrating entrepreneurial principles into students' lives.
- Aggregate tools and resources, both on and off campus, for entrepreneurs and budding entrepreneurs
- Increasing user engagement with the substantial entrepreneurial resources that Stanford and Silicon Valley have to offer through gamification, persuasive strategies, and action maps
- Strengthening the entrepreneurial community by creating common spaces
- Getting students to participate in the process and activity of entrepreneurship, not just passively learn about it
- Create structures for students to engage in entrepreneurship and lower the barriers to entry.
- Leverage existing Stanford and Silicon Valley resources and expertise for student entrepreneurs.
- Track and collect data on Stanford startups

## **Marketing Push:**

- Get in the orientation packet
  - Contact NSO team.
  - Pivotal year
- Send out emails to incoming freshman class advertising our key projects and products
  - Draft Email
  - Ask for frosh team
  - Get all frosh emails - contact Registrar
  - Get E2.0 representative in every dorm.
  - Flyer under every frosh drom
  - Map out and target major NSO events
  - Dominate incoming frosh Facebook group
- Plan first event
  - High enthusiasm event
  - Invite press
  - Outline E2.0 overall goals and recruit members
  - Choose and reserve location and time
  - Create Marketing strategy for event
- Create mailing item to send frosh over summer
  - Check pricing
  - Cost benefit
- Create a basic website
  - Decide on template
  - Customize website and draft content.
  - Decide on and buy a domain name
  - Apply for Stanford AFS Space/Virtual Host
- Create a basic logo
  - Ollie
  - Design kids
- Identify incoming students especially interested in entrepreneurship
  - Targeted email
- Get a table at Activities Fair
- Flyering
- Social Network Screening
  - Contact Zuck
- Host a big brainstorming event for alums Stew style
  - Set date and location
  - Reach out to alums via mass email
  - Send Calendar Invites with alerts

## **Organization Building:**

- Create preliminary org structure
- Identify a point person for each initiative
- Write out mission statement and values
- Plan for e-celebrities to come to E2.0 meetings and work sessions to actively work with entrepreneurs
- Define our role in respect to other E-Groups
- Add more board of advisor members beyond Tina
  - David Kelly
  - Deborah Golder
  - John Hennessy
  - Chip Heath
  - James Plummer
  - Identify high potential candidates.
  - Set up meetings.
- Identify key student partners (inc Charles from BASES) and bring them on board
  - Mary McCann
  - Kevin Xu
  - Tianay Pulphus
  - Ruby Lee
  - Ed Negiar
  - Andrew Martin
  - Charlie Janac
  - Sijia Wang
  - Matt Goodyear
  - David Ngo
  - Tom Schmidt
  - Nishant Jacob
  - Dan Delong
  - Nruthya Madappa
  - Feross Aboukhadijeh
  - Chase Harmon

## **Initiatives:**

- Mentorship program
  - Identify lead organizer - Roberto Santana(?)
  - Design gamified structure
  - Identify and contact potential mentors
- Create time tracking / project management structure
  - Work with Michael Fischer
  - Research and identify similar software

- Test and decide which technology to use
- Create a list of e-challenges on campus
  - Decide on rewards
    - Publicity
    - Points
- Policy Change / Advocacy
  - Meet with Dean of Undergraduate Education / Hennessy to identify, definitively, what criteria would need to met to garner a compelling case for the following initiative(s) to be pursued:
- Identification of qualified “student entrepreneurs” on campus -- awarded a special status (comparable to athletes) that provides them increased academic support / accommodation --- e.g. excused absences when travelling to business-rel
  - evant events, reduced units
- E-Properties:
- E-Space (Stage 1 Project) -- *A 24/7 co-working space for Stanford entrepreneurs*
  - Identify /secure space
  - Purchase equipment
  - Market to student body
- E-Dorm (Stage 2 Project)
  - Identify / secure space
  - Recruit EIRs (entrepreneurs-in-residence)
- E-House (Stage 3 Project)
  - Meet with Deborah Golder
  - Continue to communicate with students at other universities who have pushed through similar programs (Babson, Nancy Xiao)
  - [https://docs.google.com/document/d/1fGaCaQyLTb2QroxAJiS4\\_IvQtHI5jrovkCuNzvXJvUE/edit?hl=en\\_US](https://docs.google.com/document/d/1fGaCaQyLTb2QroxAJiS4_IvQtHI5jrovkCuNzvXJvUE/edit?hl=en_US)
  - Identify key advisors
  - Current "critical" advisers / facilitators:
    - Robert Pearl, GSB Professor, CEO Keiser Permanente
    - David Hornik, GSB Professor, Partner August Capital
  - Host intimate sessions with experts in relevant disciplines/practices
  - Create a curriculum that spans business-critical matters such as IP law for start-ups, accounting best practices, etc. to more abstract concerns such as the philosophy of innovation, life, and the role of individual in the world
  - Recruit operations team.
    - Criteria:
      - Can commit 20 hours per week
      - Have entrepreneurial interests
      - The younger, the better (they’ll be here longer -- execution can be seen from start to finish; less distracted)
    - Vet applicants with advisors, SMD, DT
    - Send out offers

- Research ways in which other schools facilitated a comparable dynamic (e.g. E-Tower at Babson)
- 2. Recruit a RF to sponsor
- 3. Create an organization model, action plan, and implementation schedule (Phase 1 of the project -- securing a house -- may be completed within a few months; Phase 2 -- creating a SLE for entrepreneurship, may take 1-2 years to achieve)
- Recruit staff to execute the action plan
- Retain an expert advisory team to craft curriculum (faculty, industry-affiliates, authoritative advocates)
- Plan a campaign soliciting donations
- Create a funnel for starting a company, beginning with DYIdea software
  - Set date for alpha launch.
  - Outsource development of DYIdea
  - Define the rest of the funnel from idea to company
- Track Stanford entrepreneurs and teams
  - Design survey questions to gather information
  - Send out survey to gather information.
- Harness current enthusiasm around ETL events (post-event meetings)
  - Design post-meeting applied principles sessions.
  - Follow-up with Tina and organizers to setup an announcement and expectations
  - Prototype at first meetings and iterate.
- Create student initiated course
  - Research process
- Help the community board apply entrepreneurial principles to their initiatives

## **Logistics & resources:**

- Find an office, preferably in OU; secondly in a dorm
- Create budget and fundraising plan
- Work with e-concierge to map out Stanford e-resources

## **Budget:**

- Website: ~\$40
- Domain: ~\$15
- Hosting: ~\$200
- Logo: ~\$300
- Outreach: ~\$1000
- ODesk Emails: ~\$500
- Flyering: ~\$500
- NSO Packet: ~\$250
- Total: ~\$2805

## **Timeline:**

- Stage one: marketing and organization development (August)
- Stage two: marketing and initiative planning (September)
- (School year begins)
- Stage three: marketing and recruiting (September-October)
- Stage four: implementation and growth (October-March)
- Stage five: leadership turnover and transition (March-End)