Before you get to class, please read

**Homework due Class 1**

*Reading assignment due:*

1. The [article on entrepreneurship](https://drive.google.com/file/d/15ib5ACKSAxgKO4hW99QRP3rvfymF2Xer/view?usp=sharing) from the Wall Street Journal

Overall there are

14 classes

70 Readings / videos / podcasts

2 short written pieces

1 final project

I have spent years cultivating and putting together the articles for the course. But sometimes the links break or move for articles I have assigned and now more and more sites make you pay for articles which is why some of them I know share as pdfs. If you can not find an article or podcast, or it has been taken down or moved behind a paywall, please let me know and I will either find a copy or assign a different article!

Here’s some quick information on what I am working on right now:

<https://paw.princeton.edu/article/dan-porter-overtime-gen-z-sports>

<https://youtu.be/9Prj5Atkvzg>

Homework due **Class 2** - September 12, 2023

*Start-up study. Coffee Podcast*

Yemen Coffee Episode

<https://www.youtube.com/watch?v=_h7GWC1xFGo>

Or here too: <https://open.spotify.com/episode/1BBdIGU2nEUSyjSp4INZhE>

*Reading*

Muhammad Yunus. Building a Social Business

Introduction and Chapter 1

For Profit versus Non Profit

<https://drive.google.com/file/d/1GHYJcX7PQBt3zxpS9BgkbyuAUHOtjlcf/view?usp=sharing>

The Way we think about charity is dead wrong

<https://www.ted.com/talks/dan_pallotta_the_way_we_think_about_charity_is_dead_wrong>

People powered

<https://www.nj.com/togethernj/2020/08/nj-man-running-free-biweekly-food-pantry-out-of-his-garage.html>

<https://www.abc.net.au/news/2020-08-04/coronavirus-face-masks-cropping-up-on-fences-across-brisbane/12519142>

*Project*

We are going to start with the Mid Term Project. So start thinking of, researching and learning about companies out there so you can make sure you’re on the path to choosing one.

**Mid Term Project (This is the same information in the projects document for the class)**

Find a social business that feels relevant to you and your interests. It can be a big business or a really small business. It can impact NYC or your hometown. It can be public health related (pandemic), business related (black owned businesses), environmental or anything else that feels very topical and very now. Ideally it is something that inspires you. This should not be a typical non profit. It should be a social business that means that it should be generating some revenues to support itself - and not a fundraiser or a non profit that’s supported by donations. Your project should be about a page introduction as follows: explain the project, why you decided on that business, how you found them, what was the process of contacting them like and so forth. Then a page or two about the most important five questions you could ask them (what do you want to know!) and then ask either the founder or someone involved with the project. Asking good questions and good follow up questions is key! You can ask the questions in person, over the phone or video, or over email. Your grade is based on your ability to find an interesting social business, make contact with them and ask good questions that generate good answers. One word of advice from past projects is that if you find yourself having trouble making contact with the organization or the right person, you may need to find a different organization rather than waiting until the last moment when you haven’t been able to get through to them and end up with no project. Some people and organizations are hard to get in touch with!

The project is due **October 18th** which is the day before Fall Break begins. I will always accept it earlier. And the sooner we agree on a company worth interviewing the better.

Homework due **Class 3** - September 19, 2023

*Start-up study. Toms*

<https://www.npr.org/2019/02/08/692781997/toms-blake-mycoskie>

Or here: <https://podcasts.apple.com/us/podcast/toms-blake-mycoskie/id1150510297?i=1000429604693>

*Reading*

Challenges of selling to the poor

<https://drive.google.com/file/d/1AtmpRIERps9AKZeNTxgMA7VYD5z5_iZ1/view?usp=sharing>

Problem with helping people without asking

<https://getpocket.com/explore/item/why-detroit-residents-pushed-back-against-tree-planting>

When charity is too powerful

<https://drive.google.com/file/d/1Hpz4JlpmENwmCWPt7cXBoKJcomse2JYm/view?usp=sharing>

Inspiration

<https://archive.is/0mdqf>

Listen to Metrics - when helping hurts

<http://freakonomics.com/podcast/when-helping-hurts/>

*Project*

Come up with a list of one or two companies you’d be interested in checking out - and send them to me so we can make sure they are directionally correct.

**Reminder:** **Final project II**

Write a 3 - 5 page letter to yourself about what you learned and advice on how to be a successful social entrepreneur.

This is of course not due until the END of the course but I mention it here as it might be helpful as you learn new things, just to scribble them down so the letter is easy to write at the end, Just trying to help everyone plan ahead!

Homework due **Class 4** - September 26, 2023

*Startup study: Solving homelessness*

Can a startup solve homlessness

<https://gimletmedia.com/shows/the-pitch/brh8av/can-a-startup-solve-homelessness-63>

*Reading*

Lean Startup

Chapter 3, 4

Yunus

Chapter 2

Paul Graham from Y Combinator

<http://www.paulgraham.com/before.html>

Plastic straw bans?

<https://grist.org/culture/plastic-straw-bans-single-use-plastic-pollution-impact/>

Sustainability!

<https://archive.is/myxdj>

[**https://archive.ph/eQdcP**](https://archive.ph/eQdcP)

What to work on

<http://www.paulgraham.com/greatwork.html#f1n>

(You are welcome to read the whole article but it’s the first 10 paragraphs or so that I’d like you to read)

Email

<https://twitter.com/sahilbloom/status/1581260995153911809?s=46&t=Z-I41dcbLlM9KBA4V3oDyg>

Material:

Ed Gavagan Speech[The Moth Presents Ed Gavagan: Whatever Doesn't Kill Me](https://www.youtube.com/watch?v=N9vKRqtGZi8)

Work due:

• One Pager on a) how it makes you feel. And b) breakdown the construction of the story.

• Prepare a three-minute story about one of your first memories at NYU using Ed Gavagan’s techniques. I will ask for volunteers to present theirs and give feedback

Project

Pick your final company to profile and start getting in touch with them.

Homework due **Class 5** - October 3, 2023

*Startup study: Daymond John*

https://www.npr.org/2018/06/07/599900951/fubu-daymond-john

*Reading*

<https://bothsidesofthetable.com/dont-be-fooled-by-your-own-expertise-41062da064f>

<http://paulgraham.com/startupideas.html>

<https://foundercollective.medium.com/startups-your-competitors-arent-lucky-d3c68357be5c>

<https://twitter.com/ColeSouth/status/1550230795230781440>

<https://twitter.com/ShaanVP/status/1364621955647893504>

Project

Now that your mid term project is underway, we are going to start working on the end term project. Everyone will be assigned in a group of three, if you have ideas for a social entrepreneurship project focus not on an idea but on what you’ve observed. What is a problem to solve?

**Final Project**

The final project is a customer development project where you seek to solve a local problem, either at NYU or in your community (where you live now or where you or your family is from). Your goal is to start with an assumption or idea, but through talking to people, see how that idea evolves. Then map out steps to get there. This is related to what we have studied in class which is the customer development process and finding out through talking and listening to people - what problems they have, which then drive your ideas. Oftentimes you start with a hunch but it changes when you get out and talk to people. Or you pursue ideas which either need to be made smaller or shift over time. The actual customer development process (talking to people) and your learnings and idea generation are a big part of how I assess you on the project. The rest of the assessment is your idea mapped out, your presentation to the class and the quality of the teamwork. We will do this in teams of three or four people. I strongly discourage teams of one or two people. The last two classes consist of pitch sessions by each group.

Pre-pandemic this project has involved a lot of going out into the real world and visiting and talking to people. Students have spent time at homeless shelters, visiting non profits, going to landfills or interviewing food truck owners or university administrators. Given the variability of Covid we will adapt to whatever the circumstances are at the moment that allows the project to proceed and students to stay safe and healthy. The emphasis on a local project (even one that serves your dorm or your block) should help ensure that students can have access to customer development interviews while staying Covid safe.

We will start to find interest areas and assign groups to work on the project!

No Class on October 10th(Operating on Monday Schedule)

Homework due **Class 6** - October 17, 2023

*Startup study: Barefoot College*

[https://www.ted.com/talks/bunker\_roy /](https://www.ted.com/talks/bunker_roy)

<https://www.youtube.com/watch?v=ON_NQ1HnRYs> (watch as much or as little as you want)

*Reading*

Blue Ocean Chapter 1, 2, 3

Zero to One - Secrets

<https://drive.google.com/drive/folders/0B5swaEd-yxh7d0Rrb2ZkN0ZaYUE?resourcekey=0-JkTuPS0Ul0jtmQ2-d_Dgmw&usp=sharing>

(Rather than make you buy these books I scanned 4 chapters and put them online for you. Do not sleep on these. This is among the best business writing I have ever read and I have and will continue to re-read these hundreds of times)

Dumpster diving

<https://archive.ph/Sn3EC>

<https://archive.ph/pvh40>

Customer development (this is the bible I use at my company)

[https://s3.amazonaws.com/TalkingtoHumans/Talking+to+Humans.pdf](https://s3.amazonaws.com/TalkingtoHumans/Talking%2Bto%2BHumans.pdf)

A radical disagreement!

<https://www.youtube.com/watch?v=Jjw3ovJrUpY>

*Project*

With your group, think about the problem you want to solve, and ideas for potential solutions (your hypothetical social business will be oriented towards the solution).

Homework due **Class 7** - October 24, 2023

*Startup study: Sanga Moses*

<https://www.youtube.com/watch?v=K6TAf2UKgAM>

*Reading*

Yunus Chapter 3

How to focus

<https://bothsidesofthetable.com/why-successful-people-focus-on-the-bottom-end-of-the-funnel-6d729099fcf8>

How to be a billionaire

<https://www.quora.com/Will-I-become-a-billionaire-if-I-am-determined-to-be-one-and-put-in-the-necessary-work-required/answer/Justine-Musk>

Community Fridge

<https://drive.google.com/file/d/1nY4KfbgBSBaK0yQVVQmoCODH07v3cuFH/view?usp=sharing>

Food Rescue

<https://archive.ph/8sYOj>

<https://archive.ph/2dDK2>

What makes a good business partner

[https://bothsidesofthetable.com/what-makes-a-great-business-partner-1206b561f221](https://bothsidesofthetable.com/what-makes-a-g%20reat-business-partner-1206b561f221)

Naming Your Company

<http://mentalfloss.com/article/87172/hidden-meanings-behind-15-company-and-brand-names>

Material:

• Nathan Baugh Twitter thread <https://twitter.com/nathanbaugh27/status/1630612819598098458?s=46&t=60m8mfcPRnXO_ussnCTuJw>

Work due:

• Write a story with Nathan Baugh’s storytelling engine. Try to write about a business or culture. I will ask for 5 volunteers to present theirs to the class and I will give them feedback.

*Project*

What do you have so far? Each of you should use a friends and family filter - everyone needs to ask 5 people for feedback. What do you think of my idea? Is this a good problem to solve? Does it make sense? Can I explain it? Does it sound achievable? Please list the name and relationship for each person you spoke to and one sentence of feedback they provided.

Homework due **Class 8** - October 31, 2023

*Startup Study: Stonyfield Yogurt*

<https://www.npr.org/2019/08/15/751574289/stonyfield-yogurt-gary-hirshberg>

Or here: <https://podcasts.apple.com/es/podcast/stonyfield-yogurt-gary-hirshberg/id1150510297?i=1000447210267>

*Reading*

Lean startup Chapter 5, 6, 7

<http://www.businessinsider.com/the-incredible-story-of-how-laid-off-omgpop-workers-got-hired-back-just-in-time-to-cash-in-on-the-big-sale-2012-4>

Happiness in your job

<https://archive.ph/JH9BF>

Golden Age of Thrifting

<https://archive.ph/TzCOw>

Ditch the MBA

<https://archive.is/Wuk5Y>

This reading is about you, your education and your life

<https://drive.google.com/file/d/1nygxgb9sfSsqi-lRPvoqtDljU1DBly5y/view?usp=sharing>

This is what a Venture Capital “deal memo” looks like (with comments from the author added)

<https://www.bvp.com/memos/shopify>

*Project*

Everyone needs to have committed to an idea, however imperfect, as a result of the inclass work from this past class. And now start thinking - how are we going to DO this and what are the first steps going to be?

Homework due **Class 9** - November 7, 2021

*Startup Study: Tatcha*

<https://www.npr.org/2020/07/10/889810099/tatcha-vicky-tsai>

*Reading*

Yunus Chapter 8

Recycling

<https://grist.org/regulation/recycling-bias-study-waste-prevention/>

The Rich ruin everything

<https://archive.ph/6meNU>

Interesting article about the Impact of Alibaba on a variety of small businesses

<https://www.linkedin.com/pulse/what-i-wish-silicon-valley-understood-alibaba-brian-a-wong/>

Look ahead! Start thinking about this

<https://medium.com/swlh/how-to-create-a-winning-investor-pitch-deck-794022ac4c59>

North Star Metrics

<https://future.a16z.com/north-star-metrics/>

*Project*

Your North star and unit economics needs to be done and tight and ready to present

Homework due **Class 10** - November 14, 2020

*Startup Study:*

La Colombe

<https://www.npr.org/2020/07/17/892312195/la-colombe-coffee-roasters-todd-carmichael-and-j-p-iberti>

*Reading*

Lean startup Chapter 8

Are you solving the right problem?

<https://archive.ph/wDXOG>

Making Hard Decisions Easier

<https://www.youtube.com/watch?v=PtRVIp_e2bs>

Some popcorn business model reading

<https://thehustle.co/why-is-movie-theater-popcorn-so-outrageously-expensive/>

• The Moth Presents Dr. Mary-Claire King at the World Science Festival: <https://www.youtube.com/watch?v=tOP5pUIYhv4>

Work due:

• Create a story where you are a customer, or a business owner, or someone being served by a business, but there’s a “twist” in the story!

*Project*

Your group needs to be able to clearly explain who your target population is (your customer and who you impact if those are different) and what their problem is and the beneficiary experience. In other words how your social enterprise is benefiting them. This is going to be a key part of your presentation so it has to be super tight. I also need to know - How do you know your beneficiary wants this solution and how do you know it’s the right solution?

*I will say this once here - this is the time that you may need to email your teammates or meet after class. I provide a lot of class time to work on the project - but if you need more time or are not making enough progress, the lack of class time is not an excuse. You will need to meet outside of class time.*

Homework due **Class 11** - November 21, 2023

*Startup Study: Lyft*

<https://www.npr.org/2018/06/22/622601114/lyft-john-zimmer>

Or here: https://podcasts.apple.com/in/podcast/lyft-john-zimmer/id1150510297?i=1000414553341

*Reading*

<https://ssir.org/articles/entry/ten_nonprofit_funding_models>

Naming

<https://thenextweb.com/entrepreneur/2017/10/26/before-naming-your-startup-read-this/>

<https://www.youtube.com/watch?v=rzbXht7MJVM>

Brand

<https://medium.com/startup-grind/the-quick-and-dirty-guide-to-building-your-startup-brand-21834f46740b>

<http://firstround.com/review/This-Startup-Cracked-a-24-Billion-Market-with-Branding-Heres-Their-Formula/>

<https://startupnation.com/grow-your-business/understand-branding-brand-positioning/>

Story telling

<https://firstround.com/review/good-leaders-are-great-storytellers-our-6-tips-for-telling-stories-that-resonate/>

*Project*

Analyze the most competitive alternative to your project. How do you compare with them? Address the sociopolitics around your project and prepare to discuss and share with the group. Who are your allies? Who is going to be bothered by your project because you’re in their turf? How do you protect against a “Tom’s” experience

Homework due **Class 12** - November 28, 2023

*Startup Study: Carol’s Daughter*

https://one.npr.org/?sharedMediaId=532244414:532276588

*Watching*

The following are playlists from Tech Stars demo day. You can watch either, or watch both. Your homework is your notes about what makes a great pitch and how to sell it /

[https://www.youtube.com/playlist?list=PLPf9eND9iK-nA-8Ps9E4qptohbstbkW9H /](https://www.youtube.com/playlist?list=PLPf9eND9iK-nA-8Ps9E4qptohbstbkW9H)

[https://www.youtube.com/watch?v=uO5m2K88k14&list=PLMrjlzyNJBDQS7ozvQLwOV4CgMb9nd1jg /](https://www.youtube.com/watch?v=uO5m2K88k14&list=PLMrjlzyNJBDQS7ozvQLwOV4CgMb9nd1jg)

Use video to sell your startup

<https://bothsidesofthetable.com/what-is-the-best-way-to-explain-your-startup-98abd1dc9c98>

Persuasion

<https://drive.google.com/file/d/1sB0o9WogZFR_8WF00--Bw0ki7xmdHecL/view?usp=sharing>

*Project*

Create a short pitch deck for your project. We will review in class but any groups that are ready can present early (next week). THIS IS YOUR PITCH DECK. This is your final project and your grade. Make it epic and make your presentation of it amazing. Practice, practice. Make sure everyone participates. Be confident. Have great slides. Tell a great story. Show us what you have learned!

Homework due **Class 13** - December 5, 2023

*Startup Study:*

Podcast. Whole Foods

<https://www.npr.org/2018/11/15/668332104/whole-foods-market-john-mackey>

Or here: <https://podcasts.apple.com/za/podcast/whole-foods-market-john-mackey/id1150510297?i=1000424120372>

*Reading*

[*http://www.businessinsider.com/the-do-something-principle-motivation-2017-7*](http://www.businessinsider.com/the-do-something-principle-motivation-2017-7)

[*https://archive.is/iRxj2*](https://archive.is/iRxj2)

[*https://www.youtube.com/watch?v=bNpx7gpSqbY*](https://www.youtube.com/watch?v=bNpx7gpSqbY)

“Education is not the learning of facts, but training the mind to think.” -Albert Einstein

Ignore the pitch at the end of this article to subscribe or sign up for a course. Read this article and think about the mental model as opposed to facts based approach of this course.

<https://medium.com/the-mission/how-to-tell-if-someone-is-truly-smart-or-just-average-a2f0bcac5db2>

Inclusive Leadership

<https://firstround.com/review/the-managers-guide-to-inclusive-leadership-small-habits-that-make-a-big-impact/>

*Project*

Final presentations for first groups

Homework due **Class 14** - December 12, 2023

Final presentations

Optional fun readings :)

Optional bonus podcast

Brooklinen (NYU Grads!)

<https://www.npr.org/2020/04/15/835181472/brooklinen-vicki-and-rich-fulop>

Bonus!

<https://www.youtube.com/watch?v=3b1J_FzefLE>