

Launch Your Startup II:

Course MKTB8506

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Course Description

This course is for second year MBA students who have completed Launch Your Startup, have a clear startup idea, completed basic customer discovery, and developed at least a preliminary MVP. The course will enable students to optimize their MVP based upon iteratively refining their product-market fit, customer input, implementation plan, go-to-market strategy, and KPIs for success. We will first take a deep dive into students' initial discovery work to revisit their findings, check assumptions, and discuss what more students need to learn about their product and customers. As the course proceeds, we will pressure-test each critical element of the MVP in preparation for launch and discover opportunities for improvement. Students will revise their MVPs based on their learnings and optimize as they proceed. This course stresses practical, measurable, implementable approaches to assess strengths weaknesses of the MVP and increase the probability of success of students' startups.

Course Methodology

- ☐ Readings will articles and case studies.
- ☐ Class content will be tool-driven and engage students actively. Ample in-class time will be devoted to students' start-up products.
- ☐ Assignments and Evaluation
 - Project 1: Analysis of current state 20%
 - Project 2: Roadmap to improve MVP 20%
 - Project 3: Final MVP version & presentation 40%
 - Class Participation (Individual) 20%

Main Group Project Overview

TBD

\Columbia Core Culture

Students are expected to be:

- *Present:* On time for every class. Attendance will be tracked and is required for every class except for reasonable absences. Attendance will be reflected in the participation grade.
- *Prepared:* Complete all required reading and other work. Expect cold calling. Display nameplates.
- *Participating:* Students should be prepared to participate in lively class discussions. An informed point-of-view and active listening to fellow students will enhance the class experience for everyone.

Readings

TBD

Course Roadmap

TBD

INCLUSION, ACCOMMODATIONS, AND SUPPORT FOR STUDENTS

At Columbia Business School, we believe that diversity strengthens any community or business model and brings it greater success. Columbia Business School is committed to providing all students with the equal opportunity to thrive in the classroom by providing a learning, living, and working environment free from discrimination, harassment, and bias on the basis of gender, sexual orientation, race, ethnicity, socioeconomic status, or ability. Students seeking accommodation in the classroom may obtain information on the services offered by Columbia University's Office of Disability Services online at www.health.columbia.edu/docs/services/ods/index.html or by contacting (212) 854-2388.

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