

**FOR 296 – “Introduction to Green Entrepreneurship” (3 credits)
Summer 2009 Syllabus**

Course Description

An introduction to the challenges and goals of creating a start-up venture in environmental science or technology. Recognize trends in the marketplace, and where commercial opportunities can be created. Analyze feasibility and potential to create a sustainable venture. Other topic areas include critical success factors and key start-up issues unique to science and technology firms.

Course Logistics

Class meeting dates: Monday, July 27 to Friday, July 31, 2009

Class meeting times: 8:00am to 4:30pm each day (to 7:00pm on Wednesday)

Classroom location: 141 Baker Lab

Instructor: Professor Gary Lim, Kauffman Foundation e-Professor, Visiting Professor of Entrepreneurship, SUNY-ESF, and President of Aurarius LLC; along with various guest speakers

Phone contact: 315-885-1532

Email: info@AurariusLLC.com

Dress code: Casual during class (but proper attire for class, please). Presentations on the last day require “business casual” dress code (e.g. no jeans, shorts or other casual clothing)

Course Objectives

- Be able to recognize trends in environmental science or technology fields and how they might apply to problems that need solving
- Understand how to combine those trends with creativity and foresight to discover potential market opportunities
- Gain introductory knowledge on analyzing the feasibility of capitalizing on opportunities related to the environment
- Perform due diligence to assess the commercial potential, and understand how to look at long-term market potential
- Understand the phases, dynamics, culture, and key issues of the founding and early growth of a technology firm
- Learn key elements of writing a concise plan for opportunity validation
- Understand what it takes to create and deliver an effective “elevator pitch” and live presentation, and actually do so to describe the opportunity
- Gain a basic understanding of the issues of debt and equity funding, including angel, seed, and venture capital rounds, as they relate to science/technology start-ups

Required Books

The following two (2) books are required. Please be sure to obtain these before the first day of class.

- *Smartups: Lessons from Rob Ryan's Entrepreneur America Boot Camp for Start-Ups*, by Rob Ryan; Cornell University Press, 2002 (paperback).
- *Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage*, by Daniel C. Esty and Andrew S. Winston, Wiley, 2009 (paperback).

Pre-Course Activities (Required) – Submit through “Blackboard”

Our ESF course coordinator, Ms. Maura Stefl, will provide information on access to the Blackboard system. Please submit the following through the Blackboard system. **Complete these two items no later than Sunday July 19, 2009:**

1. Write a short paragraph or two on why you decided to enroll in this course, and what you hope to learn from it.
2. Select a recent article to read, from any newspaper, magazine, or Web source, related to an environmental issue or environmentally-related product or service. Briefly summarize the information and describe the subject matter's impact on the environment. Be sure to cite the source of the article, i.e. publication name and date, article title, and page number (if printed source) or Web URL address (if from the Web).

Again, be sure to have these pre-course activities complete by Sunday July 19.

Course Grading Components

1. Class participation and attendance (25%) – entrepreneurship is a team sport. Startups are dependent on the team members showing up, discussing the issues, asking questions, and coming up with ideas. I expect the same from course attendees. Doing the reading as assigned will help you be a better class participant. And when it's time to discuss the readings, I and your classmates will want to hear your perspectives and thoughts.
2. Elevator pitch (10%)
3. Written plan for opportunity validation, up to 5 pages (25%)
4. Live presentation on plan, 4 minutes **maximum** (20%)
5. Final paper, key success and failure factors for corporate environmental initiatives, 4-5 pages (20%). **Must be postmarked by Wednesday, August 5, 2009.** Final paper is to be mailed to:
 Prof. Gary Lim
 Aurarius LLC
 P. O. Box 302
 Manlius, NY 13104

Late submission of the final paper makes it subject to a one-half grade deduction for every two (2) days past the due date, measured by the postmark. Be sure to use enough postage!

Course Agenda – FOR 296 Introduction to Green Entrepreneurship

Date	Morning	Afternoon
Mon 7/27	<ul style="list-style-type: none"> • Introductions • Overview of entrepreneurship • Overview: 10 Phases of a Start-Up • Phase 1: Idea Generation • Phase 2: Validation and Due Diligence 	<ul style="list-style-type: none"> • 1:00-2:30pm: Tour of ESF, Mr. Mike Kelleher, SUNY-ESF • Discussion: potential areas for green entrepreneurship • Assignment for overnight reading
Tue 7/28	<ul style="list-style-type: none"> • Phase 3: Strategy and Planning (start of section) • 10:00-11:30am: Dr. Timothy Volk, Research Associate, ESF Woody Biomass Program • Discussion: potential areas for green entrepreneurship (continued) 	<ul style="list-style-type: none"> • Phase 4: Company Formation • Silicon Valley-style “networking” • Team formation, project selection • Lab time: early research on market demand • Assignment for overnight reading
Wed 7/29 (to 7:00pm)	<ul style="list-style-type: none"> • Phase 3: Strategy and Planning (continued) • 10:00-11:00am: Dr. Karl Klein, OCC; Implementing a Residential Solar Energy System • Elevator pitches and communications • Phase 5: Seed Capital 	<ul style="list-style-type: none"> • Phase 6: Proof of Concept • Intellectual property (IP) issues • Lab: research and analysis on project • Assignment for overnight reading • Dinner session (ends at 7:00pm): team assignment
Thu 7/30	<ul style="list-style-type: none"> • Phase 7: Venture Capital • Presentation skills 	<ul style="list-style-type: none"> • Phase 8: Product Launch • Lab: complete research; draft Powerpoint presentations (the plan for validating the opportunity) • Assignment for overnight reading
Fri 7/31	<ul style="list-style-type: none"> • Phase 9: Follow-on Funding • Phase 10: Exit Strategies • Lab: finish Powerpoint presentations and rehearse 	<ul style="list-style-type: none"> • 1:15-2:30pm: present project overviews to panel of invited guests; feedback and discussion • Course summary • Instructions for final paper (must be postmarked by Wednesday, August 5) • Course evaluations