

# ENTREPRENEURSHIP: UNDERSTANDING STARTUP COMMUNITIES

Learn AND experience what cities are doing to foster startups in their environment. Compare those environments with Kalamazoo's startup scene.

## Overview of the Course

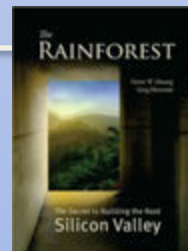
The purpose of the course is to provide students with exposure to communities that have allowed high technology startup companies (new firms) to thrive in recent decades. This is accomplished by traveling to various cities in the USA: Austin, Boulder, Chicago, and Detroit.

During the trip, students will be able to engage with individuals in various organizations that have fostered a culture that allows entrepreneurial and innovative activities to happen. We will meet with entrepreneurs (founders of startups), employees of startups, investors in startups (venture capitalists, angel investors), as well as owners of and administrators in accelerators, incubators, and government agencies.

By meeting the people and experiencing the environment in Austin, Boulder, Chicago, and Detroit, as well as experiencing the culture in each of the organizations visited, students will be able to have a better understanding of what makes startup communities thrive. In addition, students will be able to compare the startup communities they visit with Kalamazoo's startup community.

## Readings

Select 1 of the following 3 books to read. Reading to be done prior to traveling.



This course entails activities in Kalamazoo before the trip, including readings and meetings with individuals in the Kalamazoo startup community.

### Tentative Travel Schedule

*In Jan / Feb 2015, we will meet on Fridays. During that time we will have discussions about startup communities and visit Chicago, Detroit & Grand Rapids.*

*Then we will fly to Boulder & Austin during Spring Break.*

March 6-11: Boulder

March 11-16: Austin

Traveling to:  
Austin, Boulder, Chicago, & Detroit



# Outline

- Introductions
- Schedule
- Deliverables
- Current To Dos

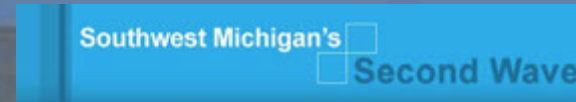


Schedule

Friday, January 16<sup>th</sup>, Kalamazoo  
Introduction / Info Session



# Schedule



Friday, January 30<sup>th</sup>, Kalamazoo  
Meet with Individuals in the Kalamazoo Startup Community

Schedule



**BIZDOM**  
JOIN THE FAMILY OF COMPANIES

GRAND  
CIRCUS

**BAMBOO DETROIT**  
Grow fast. Grow strong.

**/DETROIT**  
VENTURE PARTNERS

Friday, February 13<sup>th</sup>, Detroit



# START GARDEN

Schedule



Thursday, February 19<sup>th</sup>, Grand Rapids  
Start Garden Update Night

Schedule



CHICAGO  
VENTURES



Friday, February 20<sup>th</sup>, Chicago



# Schedule

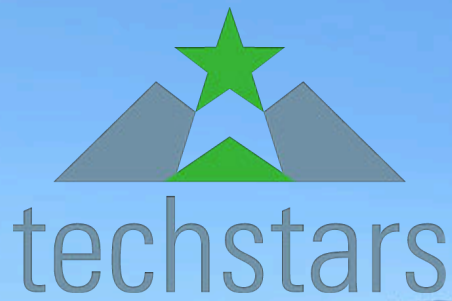


Friday, February 27<sup>th</sup>, Kalamazoo  
Final Preparations for Main Trip



# Schedule

- Before Main Trip:
  - Friday, January 16<sup>th</sup>: Kalamazoo
  - Friday, January 30<sup>th</sup>: Kalamazoo
  - Friday, February 13<sup>th</sup>: Detroit
  - Thursday, February 19<sup>th</sup>: Grand Rapids
  - Friday, February 20<sup>th</sup>: Chicago
  - Friday, February 27<sup>th</sup>: Kalamazoo



unreasonableinstitute  
We give high-impact entrepreneurs wings

Schedule



March 6<sup>th</sup> – 10<sup>th</sup>, Boulder

# Schedule



March 10<sup>th</sup> – 15<sup>th</sup>, Austin

# Schedule

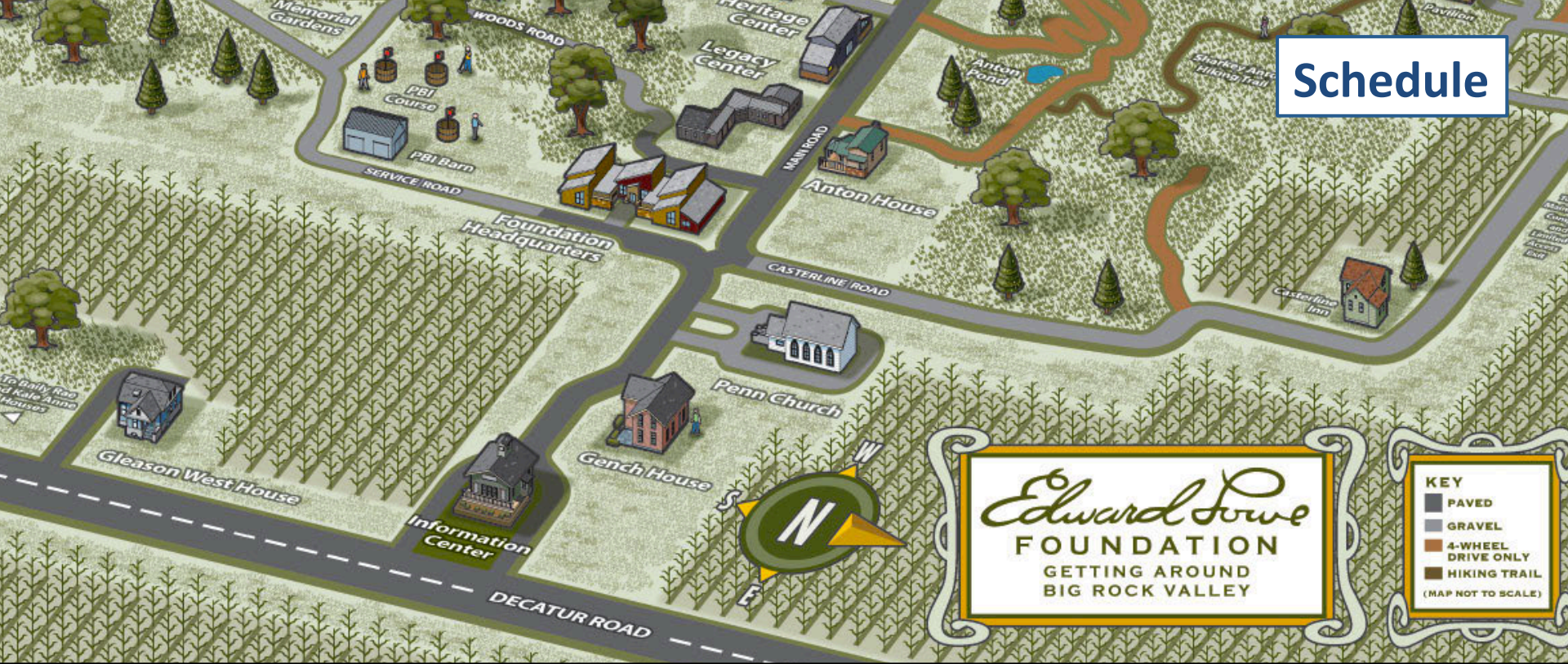


March 10<sup>th</sup> – 15<sup>th</sup>, Austin

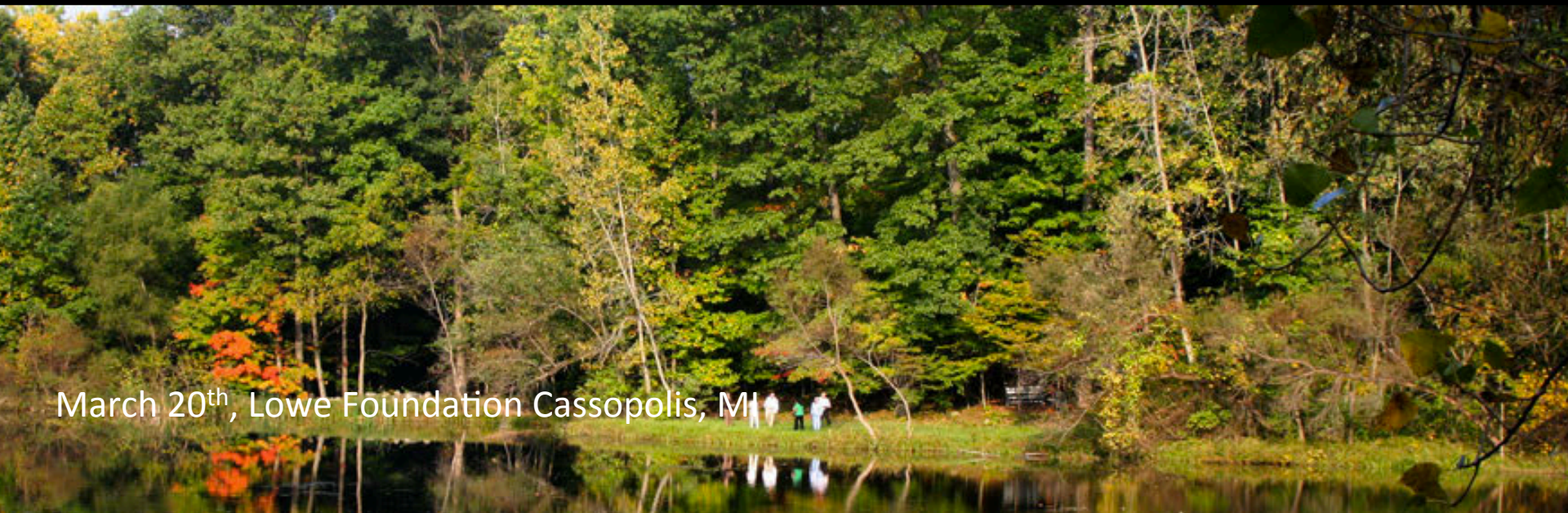
# Schedule

- Main Trip: (March 6-15)
  - Friday, March 6<sup>th</sup>: Fly to Boulder
  - March 6-10<sup>th</sup>: In Boulder
  - Tuesday, March 10<sup>th</sup>: Fly to Austin
  - March 10<sup>th</sup>-15<sup>th</sup>: In Austin
  - Sunday, March 15<sup>th</sup>: Fly to Kalamazoo

# Schedule



March 20<sup>th</sup>, Lowe Foundation Cassopolis, MI





## Schedule



Friday, March 27<sup>th</sup>, Kalamazoo  
Follow-up meeting with Individuals in the Kalamazoo Startup Community

# Schedule

- After Main Trip:
  - Friday, March 20<sup>th</sup> : Lowe Foundation
  - Friday, March 27<sup>th</sup>: Kalamazoo



# Complete Travel Schedule

- **Before Main Trip:**
  - Friday, January 16<sup>th</sup>: Kalamazoo
  - Friday, January 30<sup>th</sup>: Kalamazoo
  - Friday, February 13<sup>th</sup>: Detroit
  - Thursday, February 19<sup>th</sup>: Grand Rapids
  - Friday, February 20<sup>th</sup>: Chicago
  - Friday, February 27<sup>th</sup>: Kalamazoo
- **Main Trip: (March 6-15)**
  - Friday, March 6<sup>th</sup>: Fly to Boulder
  - March 6-10<sup>th</sup>: In Boulder
  - Tuesday, March 10<sup>th</sup>: Fly to Austin
  - March 10<sup>th</sup>-15<sup>th</sup>: In Austin
  - Sunday, March 15<sup>th</sup>: Fly to Kalamazoo
- **After Main Trip:**
  - Friday, March 20<sup>th</sup> : Lowe Foundation
  - Friday, March 27<sup>th</sup>: Kalamazoo

The schedule will be put on a Google Calendar

# Deliverables

- **Book**

- Read book
- 2-4 page written summary of book; single-spaced, font size 11 or 12
- 3-5 minute YouTube video (3-5 important points)
- Due by **Thursday, Feb 26<sup>th</sup>**

- **Startup Communities Research Paper**

- 3-5 page write-up; single-spaced, font size 11 or 12
- Write-up:
  - 3-5 main factors that drive startup communities, and why
  - Include examples from the trip and the books in your reasoning
  - Include comparisons to Kalamazoo's startup community
- Due by **Wednesday, March 25<sup>th</sup>**

# Current To Dos

- Complete Contact Form and Book Sign-up
  - Due by **Friday, January 16<sup>th</sup>**
  
- Resume, 1-paragraph Bio, Picture
  - Due by **Wednesday, January 21<sup>st</sup>**