

## MAN 327E New Venture Mechanics Spring 2020

**Section 04820 – M/W 8:00-9:30 am, room CBA 4.332**  
**Section 04825 – M/W 11:00 am-12:30 pm, room UTC 1.144**  
**Section 04830 – M/W 12:30-2:00 pm room UTC 1.144**

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| <b>Instructor: Michael Peterson</b>              | <b>Office: CBA 6.496 Near the Behavioral Lab</b> |
| <b>Phone: 512-202-1135</b>                       | <b>Office Hours: M 2:00-3:00 pm or by appt.</b>  |
| <b>Email: michael.peterson@mcombs.utexas.edu</b> | <b>Course web page via Canvas</b>                |
| <b>Teaching Assistant: Trevor Gray</b>           | <b>Tgray134@gmail.com</b>                        |

### Required Materials:

1. Furr, Nathan R. and Ahlstrom, Paul. 2011. Nail It Then Scale It. (\$10, kindle version)
2. <https://classroom.udacity.com/courses/ep245> How to Build a Startup: Steve Blank (FREE entrepreneurship videos)
3. Harvard Course pack: <https://hbsp.harvard.edu/import/693564> (\$17)
4. Subscription to SquareCap: <https://info.squarecap.com> (\$12)
5. **Optional, but recommended:** Blank, Steve and Dorf, Bob. 2012. *The Startup Owner's Manual Vol.1, The Step-by-Step Guide for Building a Great Company*. Pescadero: K&S Ranch Press.
6. Baehr, Evan and Loomis, Evan. 2015. *Get Backed*. Harvard Business School Publishing
7. Class website on Canvas will have class slides and other templates.

### Course Objectives:

The **academic goal** is to develop the skills necessary for evaluating and creating new ventures, with the ability to communicate the endeavor effectively through written and verbal presentation. At the end of this course, you will be able to evaluate business opportunities within start-ups and established companies as both an entrepreneur and an investor. You will also learn how to create a "pitch deck" comprised of an executive summary and 15 slides.

The **business goal** is to get you comfortable building and evaluating new product and business opportunities both as an entrepreneur starting a company and an operator within an established company. This course treats entrepreneurship as a form of strategy. We will be using proven tools to help you develop the skills to evaluate a new opportunity for market potential and help you find a viable business model. Though we will use theory to help us identify new business models, the best way to create a viable company is to find customers who want your product or service enough to actually pay you!

My **personal goal** is for this course to help you maximize your investment in yourself (college education) and provide a return on that investment for the rest of your life that is measured in part by your bank balance, and in part by the quality of your career opportunities. In short, I want you to have an amazing learning experience in this class!

# New Venture Mechanics

**S Ashworth**



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## **Table of Contents New Venture Mechanics**

1. Understanding the eBook New Venture Mechanics
  - The Rise of Digital Reading New Venture Mechanics
  - Advantages of eBooks Over Traditional Books
2. Identifying New Venture Mechanics
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in a New Venture Mechanics
  - User-Friendly Interface
4. Exploring eBook Recommendations from New Venture Mechanics
  - Personalized Recommendations
  - New Venture Mechanics User Reviews and Ratings

- New Venture Mechanics and Bestseller Lists
- 5. Accessing New Venture Mechanics Free and Paid eBooks
  - New Venture Mechanics Public Domain eBooks
  - New Venture Mechanics eBook Subscription Services
  - New Venture Mechanics Budget-Friendly Options
- 6. Navigating New Venture Mechanics eBook Formats
  - ePub, PDF, MOBI, and More
  - New Venture Mechanics Compatibility with Devices
  - New Venture Mechanics Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of New Venture Mechanics
  - Highlighting and Note-Taking New Venture Mechanics
  - Interactive Elements New Venture Mechanics
- 8. Staying Engaged with New Venture Mechanics
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers New Venture Mechanics
- 9. Balancing eBooks and Physical Books New Venture Mechanics
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection New Venture Mechanics
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine New Venture Mechanics
  - Setting Reading Goals New Venture Mechanics
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of New Venture Mechanics
  - Fact-Checking eBook Content of New Venture Mechanics
  - Distinguishing Credible Sources

13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

### **New Venture Mechanics Introduction**

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doorstep. He is financially strapped and taking to the road as a ... from *Lost in Yonkers* by N Simon · Cited by 12 — In the play, brothers Arty and Jay live with their grandmother and Aunt Bella in an apartment above the family's candy store. In this excerpt, the boys are ... *Lost in Yonkers* by Neil Simon | PDF three of us! *THE GLASS MENAGERIE* by Tennessee Williams. In this scene Amanda plays the suffering,. domineering mother. Laura's shyness is revealed by *LOST IN YONKERS* by Neil Simon Aug 16, 2019 — And Life was doing stories on him and Look and the newsreels because Billy was searching America to find the Ideal American Boy to play. *Lost In Yonkers Script - Dialogue Transcript* You play like your old man. Like a loser. You wanna end up selling scrap iron like him? I got four aces. Does that lose? - Yeah, that loses. Four ... *Lost in Yonkers* (Drama, Plume): 9780452268838: Simon ... Neil Simon's inimitable play about the trials and tribulations that test family ties—winner of the 1991 Pulitzer Prize for Drama. *Lost in Yonkers - Neil Simon* A coming of age tale that focuses on brothers Arty and Jay, left in the care of their Grandma Kurnitz and Aunt Bella in Yonkers, New York. *Lost in Yonkers Buy Script*. Description. Full Length Play; Dramatic Comedy; 120 minutes. Time Period: 1940s / WWII; Target Audience: Appropriate for all audiences; Set ... *Lost in Yonkers* (Drama, Plume) by Neil Simon Neil Simon's inimitable play about the trials and tribulations that test family ties - winner of the 1991 Pulitzer Prize for Drama