

**NUTR 289**  
**Nutrition and Entrepreneurship**  
**Summer 2017**

**Meets:** Wednesdays 6 pm – 9 pm Jaharis Rm 118 (Boston Campus)

**Course Director:**

Jessica Deckinger, MBA  
Email: [jessica.deckinger@tufts.edu](mailto:jessica.deckinger@tufts.edu)  
Phone: (917) 583-2939  
Office hours: By appointment

**Teaching Assistant: TBA**

**Tufts Graduate Credit:** 0.5 credit

**Prerequisites:** Graduate Standing or Instructor Permission

**Course Description:**

NUTR 289 is designed to introduce students to the theory and practice of entrepreneurship. Entrepreneurial theory and practice relevant to the nutrition/food space will be discussed from the perspectives of a stand-alone start-up company and within larger organizations. The didactic component of this course focuses on fundamentals of entrepreneurship; application to nutrition and food will be developed during in-class activities such as discussions, by student pitch presentations, and by pitch presentation feedback from students and instructors.

This course is designed for students interested in exploring how entrepreneurship can be incorporated into food and nutrition and who may wish to begin to build an entrepreneurial skill set. No pre-requisites or professional experience is required.

Course topics will include ideation, finding potential investors, pitch development and pitching skills, competitive analysis, market sizing, business plan development, basic entrepreneurial finance and legal issues, entrepreneurial ethics, and management skills needed to run an entrepreneurial venture.

Final products of the course will be a pitch presentation and a written business plan.

Student participation will be a large part of this course, and account for 30% of each student's grade. Each student will be expected to provide support and feedback to other classmates throughout the course as pitch materials and business plans are developed.

**Course Goals:**

1. Gain an understanding of the skills and key tactics that need to be achieved to start a new entrepreneurial venture including basics in relevant marketing, ethics, finance and legal issues.
2. Learn to work collaboratively with “founding partners” and investors and work through challenges together.
3. Develop hands on skills in business plan and pitch material development.

### **Course Objectives:**

1. Create a new business idea in the food/nutrition space.
2. Research and evaluate the market opportunity and competitive space for your new business idea.
3. Develop an individual business plan over the semester.
4. Develop and present to the class and “elevator pitch” for the new business idea.

### **Course Texts and Materials:**

The course will utilize three books, two of which are available online through the Tufts library, one of which will be on reserve at the Health Science Library, and all of which can be ordered online at Amazon:

1. Disciplined Entrepreneurship: 24 Steps to a Successful Startup, Bill Aulet, 2013, John Wiley & Sons, Inc. (available online through the Tufts library)
2. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Eric Ries, 2011, Crown Business. (Available on reserve at the Health Science Library)
3. The Entrepreneur Mind: 100 Essential Beliefs, Characteristics, and Habits of Elite Entrepreneurs, Kevin D. Johnson, 2013, Johnson Media, Inc. (available online through the Tufts library)

Additional reading and other course materials will be posted on Trunk.

### **Accommodations of Disabilities:**

Tufts University is committed to providing equal access and support to all students through the provision of reasonable accommodations so that each student may access their curricula and achieve their personal and academic potential. If you have a disability that requires reasonable accommodations, please contact the Friedman School Assistant Dean of Student Affairs at (617) 636-6719 to make arrangements for determination of appropriate accommodations. Please be aware that accommodations cannot be enacted retroactively, making timeliness a critical aspect for their provision.

### **Academic Conduct:**

Each student is responsible for upholding the highest standards of academic integrity, as specified in the Friedman School's Policies and Procedures manual (<http://www.nutrition.tufts.edu/student/documents/policies-procedures>) and Tufts University policies (<http://students.tufts.edu/student-affairs/student-life-policies/academic-integrity-policy>). It is the responsibility of each student to understand and comply with these standards, as violations will be sanctioned by penalties ranging from failure on an assignment and the course to dismissal from the school. Written assignments submitted via Trunk will automatically be assessed by online plagiarism detection tools.

### **Classroom Conduct:**

All participants should treat each other with respect. Consumption of beverages and food in class is permitted. All due efforts will be made to begin and end class on time. There will be one

10-minute break during each class.

**Description of Course Elements:** In addition to the course elements provided here, each week's class lecture topics and in-class activities have been outlined below in each week's description.

- **Lectures:** Lectures will be provided by the course instructor or guest lecturers. Lecture slides will be posted on Trunk.
- **Class Participation:** In addition to lectures, during classes throughout the course each student will be expected to participate fully, giving feedback when asked, and writing or presenting when asked.
- **Case Discussions:** Cases will be provided to students for in-class discussion. Following discussion in class, an answer key to the case will be posted on Trunk.
- **Course Assignments:** Students are required to complete short weekly written assignments which will represent draft sections of the formal business plan to be submitted at the end of the course, one formal 90 second pitch to be presented to the class, and a formal written business plan that is due at the end of the course. Each weekly written assignment, live pitches and business plans should be completed individually, and group work will not be accepted. Assignments will be posted on Trunk.
- **Pitches & Pitch Presentations:** Initial guidance on "Elements of a pitch" will be provided in week 1, with specific guidance around expectations for what final pitches and pitch presentations should contain. Examples will be provided for illustration. Each student will be expected to individually work on their pitches throughout the semester (with the exception of feedback received during class activities), and be prepared to present a final 90 second pitch to the class during the last class session.
- **Business Plans:** Initial guidance on "Elements of a business plan" will be provided in week 2, with specific guidance around expectations for what final business plans should contain. Weekly assignments will be comprised of components of a full business plan. Students will receive feedback on weekly assignments which should be considered when creating the final business plan document.
- **Readings:** Required reading assignments are detailed by week below. Required readings that accompany a lecture or activity must be completed in advance of that lecture or activity so that content can be discussed in class.
- **Extra credit and makeup assignments:** Students in jeopardy of failing the course may be offered assignments (either remediation of previously completed assignments or additional assignments) to achieve a passing grade. No other assignments for additional or extra credit assignments will be offered.

### **Instructions for Submission of Assignments and Exams:**

Assignments should be submitted via Trunk. If Trunk is not operational, the assignment should be emailed to the course instructor and TA prior to the time the assignment is due. Students who are unable to complete an assignment or exam on time and are requesting an extension should notify the course director and/or TA by email prior to the assignment deadline with a brief explanation for why the extension is needed. Assignments received after deadlines will receive a zero grade unless an extension was granted.

### **Assignments and Grading:**

Attendance and participation in class is essential. Attendance at each class is mandatory. In

the event of illness or other urgent matters, students must contact the course instructor in advance. Student who miss two or more class sessions will automatically fail the class.

The contribution of course activities to the course grade is found in the table below:

<b>Activity</b>	<b>Contribution to Final Grade (%)</b>
Weekly Short Writing Assignments (Pass/Fail)	20
In Class Pitch and Pitch Deck	20
Class Participation	30
Business Plan	30

**Course Schedule: All classes are Wednesdays unless otherwise indicated. All classes take place 6PM – 9PM in Jaharis Rm 118.**

Course & Assignment Schedule				
Week	Date	Topic	Faculty	Assignments <u>Due</u>
1	5/30/17	Course Intro Invention vs. Innovation Pitching 101	Deckinger	None
2	6/6/17	Entrepreneurial Finance Basics Elements of a Business Plan	Deckinger	Select one idea from the brainstorming process in class (or an existing idea) and flesh out 1-2 pages in written summary format. The 1-2 pages should provide some detail on what the idea is, why it's needed, how you plan to go about achieving it, who is the target audience, where the idea will be executed (i.e. in the US, specific city or internationally, etc) and an early timeline for starting the business. We will cover more detail on the assignment in class on 5/30/17.
3	6/13/17	Entrepreneurial Marketing Entrepreneurial Law Basics	Deckinger	Create a basic budget for your company and an outline of your business plan for your idea. Instructions and a template will be provided in class on 6/6/17.
4	6/20/17	Fundraising Basics Pitching Practice	Deckinger	Please create a positioning pyramid for your business idea, based on the template provided in class on 6/13/17. You should include a final name for your business. The name must be original, and not represent an existing business. It must have a valid available web domain. This assignment can be submitted as a Powerpoint, Word Doc or PDF. Greater details on what is expected from this assignment will be covered in class on 6/13/17.
5	6/27/17	Soft Skills for hard challenges Final Pitches - FINAL	Deckinger	Presenting final 90 second pitches

## **Course Schedule, Reading and Assignments**

### **Week 1: Course Intro, Invention vs. Innovation, Pitching 101**

#### Description:

1. Introductions and course overview
2. Evaluating ideas and opportunities – Identifying needs and gaps
3. Industry Analysis – competitors/strategic directions, pricing, trends
4. The art of brainstorming
5. Elements of a pitch
6. Developing a Pitch and Pitch Deck
7. Personalization – your story, the hook
8. Feedback and Practice
9. Example pitches
10. Pitching techniques – do's and don'ts
11. Practice Pitching on the spot – 90 seconds (Class Activity)

#### Required Reading:

1. Disciplined Entrepreneurship – Pages 15-21, 23-47, 58-67
2. The Lean Startup – Pages 1-11, 12-36

#### Assignments Due: None

#### Learning Objectives:

1. Define innovation vs. invention
2. Explain the core values of many successful entrepreneurs
3. Learn how to identify and validate “needs” and “gaps” in various markets
4. Gain an understanding of how to analyze competitors
5. Develop concrete brainstorming skillsets
6. Use brainstorming skillsets to develop viable business ideas
7. Gain greater detail and understanding of how real business owners build their pitches and pitch materials
8. Understand the balance between professional presentation and personalization, and the value in both to individual pitches
9. Get more comfortable pitching on the spot with in class practice pitches

### **Week 2: Entrepreneurial Finance Basics, Elements of a Business Plan**

#### Description:

1. Basic Entrepreneurial Finance
2. How to build a business plan – outline examples
3. What needs to be included
4. What doesn't
5. Business writing exercise (Class Activity)
6. Group reviews and feedback on writing samples (Class Activity)

#### Required Reading:

1. Disciplined Entrepreneurship – Pages 182-193 & 203-217
2. The Lean Startup – Pages 81-84

Assignments Due: Select one idea from the brainstorming process in class (or an existing idea) and flesh out 1-2 pages in written summary format. The 1-2 pages should provide some detail on what the idea is, why it's needed, how you plan to go about achieving it, who is the target audience, where the idea will be executed (i.e. in the US, specific city or internationally, etc) and an early timeline for starting the business. We will cover more detail on the assignment in class on 5/30/17

Learning Objectives:

1. Gain an understanding of basic entrepreneurial finance concepts
2. Learn the basics of new business budgeting
3. Gain an understanding of the fundamental structure of a formal business plan
4. Learn the basic principles of formal business writing
5. Create a sample of business writing to address an assigned problem
6. Learn to evaluate and provide feedback on business writing samples

**Week 3: Entrepreneurial Marketing, Entrepreneurial Law Basics**

Description:

1. Positioning & Branding
2. Public Relations Strategy
  - a. Responding to Media Inquiries
  - b. Interview Guidelines
  - c. Mock Interviews (Class Activity)
3. Social Media Strategy & Google Analytics
  - a. Channels
  - b. Content
  - c. Crisis – Case Study
4. CRM Systems and Strategy & Marketing Automation
5. Content Marketing
6. Business Structures
7. Protecting your IP
8. NDAs – When you need them when you don't
9. Partner Contract Pitfalls
10. Equity pitfalls

Required Reading:

1. Disciplined Entrepreneurship – Step 12 & Step 13 (Pages 139-156) & Step 3, Step 13, Step 17 & Step 18 (Pages 49-56, 149-156, 181-202)
2. The Entrepreneur Mind – Pages 38-40

Assignments Due: Create a basic budget for your company and an outline of your business plan for your idea. Instructions and a template will be provided in class on 6/6/17.

Learning Objectives:

1. Gain an understanding of basic branding and positioning methods and principals
2. Learn pragmatic PR strategies for handling media requests
3. Demonstrate an understanding of PR learnings through in class mock interviews and feedback to classmates

4. Learn to evaluate the appropriate social media channels to use to grow awareness, loyalty, purchase and gain feedback
5. Gain an understanding of how to use and leverage Google Analytics to evaluate and make marketing decisions
6. Learn how to evaluate whether your business needs CRM, Marketing Automation or other tools to be successful
7. Develop a knowledge base about content marketing – when and why it's important, how it works
8. Bring together learnings from PR, Social Media and content marketing to demonstrate an understanding of how to address crisis situations in media/social media
9. Understand the basics of business structures (LLCs, B Corps etc.), and how they impact entrepreneurial ventures
10. Get a basic understanding of what is IP, and how it can be protected
11. Learn basic contracts minimums that can help protect an entrepreneurial venture (NDAs, Contracts, Equity Agreements, etc)

#### **Week 4: Fundraising Basics, Pitching Practice**

##### Description:

1. When to raise money
2. Who to ask/Finding investors
3. How to ask
4. How to close
5. How to work with investors – updates, communication flow, setting expectations
6. Pitching & Feedback – Everyone in the class will present their 90 second pitch and receive feedback to help prepare for the final pitches in the final class in week 5

##### Required Reading:

1. The Entrepreneur Mind – Pages 133-162

Assignments Due: Please create a positioning pyramid for your business idea, based on the template provided in class on 6/13/17. You should include a final name for your business. The name must be original, and not represent an existing business. It must have a valid available web domain. This assignment can be submitted as a PowerPoint, Word Doc or PDF. Greater details on what is expected from this assignment will be covered in class on 6/13/17.

##### Learning Objectives:

1. Learn how to assess the timing around fundraising – when is the right time to start looking for investment capital
2. Gain an understanding of where to find, how to ask and how to close investors
3. Understand the basic skill set for working successfully with investors after the closing process

#### **Week 5: Soft Skills, Leadership Skills and Final Pitches**

##### Description:

1. Founder stories of success and failure
2. Overcoming adversity
3. Facing the unknown



4. Gaining trust
5. Making tough choices

Required Reading:

1. The Entrepreneur Mind – Pages 195-243

Assignments Due: Final 90 second pitches due in class in live presentation format

Learning Objectives:

1. Gain an understanding of some of the challenges and pitfalls that entrepreneurs face in small and large businesses
2. Gain some skills in facing adversity and earning trust in various environments
3. Learn the process by which successful entrepreneurs evaluate, analyze and make tough choices