

Course Title

Product Launch - Quickly Launch Your First Startup

2 Units

Course Catalog Description

The goal of this class is to move students beyond the idea phase, where many get stuck and never actually launch a product, thus remaining wantpreneurs instead of becoming entrepreneurs. This course aims to equip students with a toolbox that covers the most important aspects of launching a startup, enabling them to successfully develop, market a viable product, and gain their first users.

Course Description

Most people are wantpreneurs—they come up with great ideas, talk about them, but never take the next step to launch. While ideas and planning are crucial, execution is the key to startup success. In this course, you will learn the essential skills to move beyond just thinking about your startup and actually bring it to life.

Our hands-on approach focuses on teaching you how to quickly and efficiently launch your product. Over 14 weeks, you'll learn how to develop, market, and grow your product to attract your first users. With guidance from respected resources like YC Startup School, 'The Mom Test,' and 'Alex Hormozi \$100M Leads,' you will gain practical experience in building your startup from the ground up.

You will have the opportunity to build your product using code if you have the skills or by leveraging powerful no-code tools like FlutterFlow and ShipBase if you don't. This ensures that everyone, regardless of their technical background, can create and launch a functional product.

By the end of the course, you'll have the confidence and skills to launch your product and take the first steps in your entrepreneurial journey.

**Syllabus is subject to change during the semester*

Instructor bio

Sepehr Khosravi, Product/Software/Founder

- 2x Product Management Course Coordinator
- Product Growth Intern @ Tesla
- Software Engineer Intern @ Coinbase
- 2x Product Management Intern @ SkyDeck
- Founder @ CourseCubes

Maher Hasan, Founder/Marketer

- Founder and Successful Exit Sale @ Yllow \$50k
- Marketing Director/Growth @ Poppin Grew to 600k+ Followers
- Spring 2024 Collider Cup Finalist
- Data Science Intern @ GrapeData
- Scout for VCs/Angel Investors

Key Learning Outcomes

By the end of the course, students will be able to develop and launch a minimum viable product (MVP) using code or no-code tools and acquire their first users.

Target Audience and Prerequisites

This course is designed for students who want to learn how to turn their startup ideas into launched products. It's ideal for those interested in developing, marketing, and growing their own products, whether they have technical skills or not.

Methods of Instruction

Day: Tuesdays

Time: 6-8 PM

Lecture (~40 minutes): Introduces key startup development concepts and strategies.

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Collaborative Activity (~20 minutes): Features group exercises to apply lecture concepts in a team environment.

Lab Session (~60 minutes): Hands-on work on startup projects, applying learning to develop and refine MVPs.

Course Features

- Classroom live sessions
 - Weekly sections will be lectures and case studies followed by a lab section to work on the student's product.
- Assignments & Coursework
 - Students will progressively apply new knowledge to develop their final project, which is launching a product
- Instructors will hold office hours once a week on campus and virtually through Zoom.

Grade Options and Requirements

- **Pass/No Pass:** A minimum of 70% and no more than 2 unexcused absences is required to pass the course.
- 50% Final Project
- 30% Weekly Assignments
- 20% Attendance

Attendance

Students are allowed up to 2 unexcused absences.

If you have a circumstance and have used up your unexcused absences, please fill out our excused absences form **before class**. Your grade will not be impacted by the first two unexcused absences, nor by any excused absence.

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Required Materials

- A computer (laptop) to download tools to build custom websites

Recommended Readings/Resources

[YC Startup School](#)

[\\$100M Leads: How to Get Strangers to Want to Buy Your Stuff](#)

[Practical UI by Adham Dannaway](#)

Pre-class Assignment

Students will complete a short questionnaire providing information about their goals and areas of expertise before class.

Weekly Overview

Sep 03: How to Evaluate Ideas (Week 1)

Introductions. Course structure and resources (e.g., YC, TED). Differences between consumer and business products. Importance of key performance indicators and avoiding fake progress.

Homework: Generate and post idea pitches on the discussion board.

Sep 10: Idea Proposals & Team Formation (Week 2)

Discussion on passion, understanding investors, and fundraising mistakes. Traits of top founders.

Homework: Finalize teams and submit a baseline pitch deck.

Sep 17: User Interviews (Week 3)

Effective customer communication, product-market fit, and the importance of a precise value proposition.

Homework: Develop an interview script and conduct user interviews.

Sep 24: Scope & Plan MVP (Week 4)

Identify the most critical feature of the product based on user feedback.

Homework: Submit a detailed list of product features and planned pages.

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Oct 01: Wireframing + Simple UI (Week 5)

Basics of practical user interface design using Figma.

Homework: Create and submit a Figma mockup of the UI.

Oct 08: Build a Landing Page (Week 6)

Quick creation of effective landing pages.

Homework: Develop and submit your project's landing page URL.

Oct 15: Building Your Waitlist / Marketing (Week 7)

Marketing strategies, building a waitlist, and growth hacking.

Homework: Execute initial marketing strategies and send outreach emails.

Oct 22: Build Week (Week 8)

Introduction to FlutterFlow for rapid development.

Homework: Continue building the project.

Oct 29: Build Week (Week 9)

Advanced features in FlutterFlow.

Homework: Progress on project development.

Nov 05: Build Week (Week 10)

Integration with backend services like Firebase.

Homework: Continue project development; prepare for launch.

Nov 12: Launch / Marketing (Week 11)

Strategies for a successful product launch and initial growth marketing.

Homework: Launch the product on platforms like ProductHunt; gather users.

Nov 19: Pitch Decking (Week 12)

Effective pitch deck creation and storytelling.

Homework: Submit final pitch decks; continue user acquisition.

Nov 26: Dry Runs (Week 13)

Preparation for final presentations.

Homework: Refine pitches and gather additional users.

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Dec 3: Final Presentations (Week 14)

Presentation of projects and reflection on lessons learned.

Homework: Finalize and present pitch decks.

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