A Knox Tradition since Spring term 2015

John Dooley
Jaime Spacco
John Spittell
and 16 terrific Knox students…
What is Startup Term?

- New immersive term focused on crafting a business plan and product
- Students apply as teams of 3 - 4 to work on a “startup” for the entire Spring 2015 Term
- Someone on the team must have credit for:
  - BUS 285 (Marketing & Society)
  - CS 292 (Software Development & Professional Practice)
We’re realistic…

● 10 weeks is NOT enough time to come up with a complete business proposal or finished product

● The value comes from the experience of working with a team on a challenging project

● That being said…
  ○ Expectations are vastly higher for a team project where it is literally the only academic thing you are working on
What does Startup Term look like?

- Not a series of linked courses
- Immersive in the sense of working 40+ hours a week as a team on a project
- Seminars/readings/writing
What does Startup Term look like?

- We will use an agile development methodology called *Scrum*
- Daily stand-up meetings
- Sprints with list of defined tasks to accomplish
- Weekly milestones
- backlog of tasks
- team members decide priorities for each sprint
This is not only for CS and BUS students

- Projects will need many things!

- Example: Video games need
  - Graphic Designer
  - Musician
  - Creative Writers
  - Marketing
  - Voice and motion-capture actors
  - Oh yeah, plus programmers

- All your favorite apps need many voices
Funding

• $5,000 Mellon Foundation grant for Startup Term development
• $5,000 State Farm grant for expenses during Startup Term
• Bob Bondi donating about 1,000 square feet of office space in downtown Galesburg for 6 months.
• Knox is paying utilities, providing computer monitors and server
• We’re getting furniture from the Knox warehouse
• the Knox Sustainability office is providing microwave, fridge, office supplies.
How we organized this…
Fall 2014 Mixers

● “Speed dating”
  ○ talk to other people about their ideas and plans
  ○ recruit like-minded individuals who might be on your team

● The first idea will not be the final idea for your application
  ○ Lots of brainstorming, discussion, working idea into shape
  ○ give/receive feedback
Winter 2015

● Three more mixers - emphasis on putting project proposals together.

● Team project proposal and marketing plan due Monday, February 2

● All teams interviewed week of February 9

● We accepted 4 teams
Spring 2015: Startup term!

- Work in office space in the Bondi Building in downtown Galesburg
  - it even looks like a “startup” space

- Receive credit for 3 Interdisciplinary Studies (IDIS) courses:
  - IDIS 396A (Startup Seminar)
  - IDIS 396B (Entrepreneurship)
  - IDIS 396C (Software Development Process)
Other Startup Term events

- Field trip to 1871 startup incubator in Chicago

- Invited speakers/entrepreneurs
  - Eric Miller ('02)
  - Carol Craig ('89)
  - Bob Gillespie ('90)
  - Sam Frank ('12)
  - and you!
  - others to come…. 
End of term “Pitch”

- Students will pitch their final work as a proposal to a team of judges that includes members of the Galesburg business community, faculty and Knox alums
The Startup Term Teams
• Matt Klich ’15
• Mike Gerten ’16
• Cody Sehl ’15
• Nate Moore ‘15
Food Hub

- Inez Pena ‘15
- Marc Spehlmann ‘15
- Angel Zuaznabel ‘15
- Matt Timmerberg ‘15
• Sam Hart ‘15
• Austin Finley ‘15
• Mike Graf ‘15
• Gayoung Moon ‘16
• Joe Miao ‘15
• Jinglun (Jim) Ding ‘17
• Anda Xu ‘15
• Laura Lueninghoener ‘16
The Future of Startup Term

• Planning on an every-other year offering

• Anticipating growth in participation

• Significant buzz on campus

• Lots of sophomores interested

• Looking for funding now

• Follow the startup term web site!
Thank you!

Questions?