

Course Code & No. - Section: ENTP320 - Section 1
Course Title (Credits): Financial Modeling and Analytics for Entrepreneurs (3)
Term & Year: Fall 2019
Course Ref. No. (CRN): 80271

Instructor: Rick Winfield, MBA
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Office: TCES 2nd Floor
Office Hours: MW by appointment

Class Meeting Time: MW 1:00 - 2:45 p.m.
Location: TCES 206

Prerequisites: BFIN 351 (or permission of instructor) and ENTP 200
Corequisites: None

Course Description

This course covers the Spreadsheet skills that all entrepreneurs need to know in order to evaluate, communicate, and track the performance of a new business opportunity. Topics covered include modeling sales, costs, and business growth; calculating break-even; estimating cash requirements; developing and tracking Key Performance Indicators (KPIs); developing Cap Tables; and developing valuations. Students will develop a comprehensive financial model for an entrepreneurial venture.

Student Outcomes

Upon successful completion of this course, a student will be able to:

1. Understand the life cycle stages of a venture and the appropriate financial management
2. Develop KPIs and “Metrics That Matter” for an entrepreneurial venture and develop reports to track them in a Spreadsheet
3. Understand and apply accounting theory and techniques of financial reporting and management to the entrepreneurial venture
4. Create an Spreadsheet Model of an entrepreneurial venture’s growth and corresponding financial resources needed
5. Understand a companies need for investment and track ownership stakes in the company
6. Understand valuation methodologies and choose the most appropriate one for a financial investment in an entrepreneurial venture

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:

1. Class Participation;
2. Midterm Test;
3. Final Project;

Instructional Strategies

Classroom time will be divided into three different usages. Classes will typically start with a “learn” section where the professor introduces topics via a short lecture. The second part of the class will be the “do” section where students will work on their own and/or with other students and the professor to apply what we’ve learned to spreadsheet models. In addition, “real world” sections will be mixed in where the professor will introduce the students to real world problems he is currently working on as an Angel Investor or a guest lecturer will come in.

Students are required to bring their computer to every class sections and to have a Google account (free). Google Sheets will be the main tool used in this class and we will share sheets so we can view/work on them together.

Required Texts and Materials

1. All Readings and Case Studies will be posted to Canvas or handed out in class
2. Laptop computer (one that meets the published SNC Laptop Requirements) with Microsoft Excel
3. **(suggested)** *Finance for Nonfinancial Managers, Second Edition* by Gene Siciliano; ISBN-13: 978-0071824361

Attendance

In order to maximize your learning, you are expected to attend class. Most of the learning will occur during class discussion, presentations, and exercises. You are expected to be a part of the learning community and participate fully in each class session. Participation points can only be earned if you are present (and participation is 30% of your grade). Use of electronic devices is limited to using a laptop or tablet to solve problems using Google Sheets, to do research related to the problem being solved, and to take notes. Other uses such as texting, surfing the internet, or making calls are disrespectful to the learning community. If you are engaged in these activities, you will be asked to leave the classroom

SNC Tahoe Athletics – The Athletic Director notifies faculty members of student athletes with excused absences for training and competition. This email excuses the student athlete from class attendance, but not from doing the assigned work. It is the student athlete's responsibility to meet with me **prior** to the excused absence for missed work and/or alternate assignments. If a student athlete fails to meet with me prior to the absence, make-up work is not available.

Class Requirements

All students are required to bring a laptop computer to each class meeting. Students must have a Google account (available free). We will set up the Google learning environment together during the first week of class. Cell phones and pagers must be turned off or set to 'silent mode.'

Prim Library Resources

Using the library's resources effectively (not just Internet resources) contributes to developing each of SNC's core themes by exposing students to high quality academic resources, diverse opinions, new ideas, and a future that includes building on a liberal arts education. In this course, you will be expected to utilize the library's resources (either on-site or remotely) as you complete your assignments.

Sanctions for Cheating and/or Plagiarism

The Honor Code

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

Grading Policy

Handing in Assignments and Feedback – All assignments will be handed in using Google Sheets, Docs, or Presentations.

Late Assignment – NO LATE WORK WILL BE ACCEPTED WITHOUT PRIOR (I.E. BEFORE THE ASSIGNMENT IS DUE) APPROVAL OF THE PROFESSOR.

Course Grades will be calculated as follows:

1. Class Participation – 40%
2. Midterm – 30%
3. Final Project – 30%

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu, office in Prim Library: PL-304.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

The Sierra Nevada College Mission Statement

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes

Liberal Arts	Professional Preparedness
Sustainability	Entrepreneurial Thinking

Class Schedule

Reading assignments, changes to the schedule, and adjustments to the syllabus will be posted on Google.

Week 1

- Introduction to the Class and using the Google Applications.
- Basic Finance & Spreadsheet Skills

Week 2

- The Basics of Entrepreneurial Finance
- Founder's Issues in Raising Money

Week 3

- Loans
- Cap Tables

Week 4

- Valuation

Week 5

- Waterfall Analysis

Week 6

- Term Sheets

Week 7

- Midterm
- Financial Statement

Week 8

- Metrics That Matter
- The Bass Model

Week 9

- The Bass Model cont.

Week 10

- Viral Growth Modeling

Week 11

- Growth Modeling cont.

Week 12

- Putting it all together
- Effectively using financial modeling in your pitch