

ENTP 1020: ENTREPRENEURSHIP AND THE STARTUP METHODS, Spring 2026

ONLINE COURSE

INSTRUCTOR: Tina Ziemek, PhD

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Feel free to address me as: Professor, Dr. Ziemek, Professor Z, Dr. Z, Tina

You should not address me as: Mrs. Ziemek

TA: Tomas Zdanowicz

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Office Hours: Available by appointment

Tips for Communication:

Include "**ENTP 1020**" in the email subject line AND sign your email with your full name and uID.

Please either email - **OR** - Canvas message, not both!

DO NOT send us multiple separate emails. e.g., one email to Tomas and another email to Tina. If you're going to email us both, send ONE EMAIL and use "CC."

COURSE OVERVIEW:

Taking your ideas and asking for feedback is incredibly scary. This course is about that process. Through user interviews, survey based research, and experimentation you will learn how to estimate a potential customer's willingness to pay for your product, understand different customer segments, and learn how to use that information to make your product more valuable. This course is taught through the lens of primary customer research: You will be frequently talking to people and surveying them. While this course will make use of survey software and spreadsheets, it will only require simple mathematical reasoning (taking averages, etc.).

Four Important Things to Know

- *This is a 100% asynchronous online course. We do not meet over Zoom, you can complete the material at a day/time of your choice prior to assignment deadlines.*
- *The course is managed through Canvas. It is your responsibility to review this material, adapt to changes, and keep up with assignments.*

- *You are responsible for adhering to the David Eccles School of Business Professional Conduct & Grading Policy. Gaming the system doesn't work in entrepreneurship, so it doesn't work in my class either.*
 - *"Starting a startup is where gaming the system stops working. Gaming the system may continue to work if you go to work for a big company. Depending on how broken the company is, you can succeed by sucking up to the right people, giving the impression of productivity, and so on. But that doesn't work with startups. There is no boss to trick, only users, and all users care about is whether your product does what they want." - Paul Graham*
- *Please let me know if you need accommodations under the Americans with Disabilities Act.*

Course Cadence

New Course Modules posted Fridays at 12:01 am MST.

- Approximately 1 hour of video containing new course material. I will add a recap at the end of each week to cover the previous quiz and assignments.
- A selection of required readings.

Weekly assignments due Thursdays at 11:59pm MST. Each week there will be a short assignment where you will be taking an idea and sharing it with others to solicit feedback. Do not wait until the last minute to do these assignments, they often require talking to someone! The lowest two assignment scores will be dropped, so no extensions or late work will be accepted.

Weekly quizzes are due Thursdays at 11:59pm MST. These quizzes will be available at the beginning of the week. Quizzes are open book but must be done individually. A student who is actively engaged with the readings and lectures will not need any additional preparation for the quiz. The lowest two quiz scores will be dropped, so no extensions or late work will be accepted.

Grading

Weekly Quizzes (20%): Due Thursday at 11:59pm

Weekly Assignments (20%): Due Thursday at 11:59pm

Midterm (25%): date TBD (a 1 hour exam)

Final (35%): date TBD (a 2 hour exam)

GRADING:

You are required to know what is being asked of you, ask questions when things are not clear, and complete the assignments. While I will summarize your deliverables each week, it is ultimately your responsibility to be aware of when assignments are due. The course summary and modules will have all of the assignments as well as their due dates.

Your grade at the end of the semester is related to how well you fulfilled the learning objectives of the course, **relative to the performance of your peers**. School of Business policy on grading will be followed.

LATE WORK & ASSIGNMENT DETAIL:

Late work is not accepted. Instead, I drop your lowest two assignment scores and lowest two quiz scores. Complete all assignments and exams in Canvas. There are no do-overs. I do not accept assignments via email. *Should you have an issue with exam start or due dates, it is your responsibility to negotiate a remedy—in advance, not ex post.*

Your Submissions

Remember that officially by the University of Utah standards, a "B" is considered to be good work; "A" grades are reserved for those students who contributed superior work for the entire semester across the wide range of expected skills, including: weekly assignments, quizzes, and exams. Historically, many students are able to comfortably achieve good work, but only those who have a strong dedication and top skills achieve superior work.

Weekly Outline (learning goals bulleted)

Week 1: Course Introduction

- Course introduction
- The obstacles to good primary research

Week 2: Value creation and value capture

- Defining value creation and value capture
- Introduction to pricing

Week 3: User Interviews I

- How to conduct a user interview
- Discovery vs. Usability questions

Week 4: User Interviews II

- Eliciting truthful responses
- Processing negative feedback

Week 5: Surveys

- Use Google Forms to deploy a survey
- Summarizing and cleaning data

Week 6: Gabor-Granger & Van Westendorp Pricing

- Pricing from survey data
- Using survey data estimate demand elasticity

Week 7: Net Promoter Score

- Review of survey analysis
- Net promoter score

Week 8: MaxDiff

- Introduction to Sawtooth Software
- Customer trade-offs

Week 9: Midterm Review

- Review core concepts

Week 10: Conjoint Analysis I

- Deploy a conjoint analysis
- Utility estimates

Week 11: Conjoint Analysis II

- Customer segments
- Market Simulation

Week 12-13: Experiments I & II

- Treatments and controls
- Random assignment
- Signal vs. noise

Week 14: Course Retrospective

University Policies:

Updated mandatory syllabus policies regarding the ADA Act, Safety at the U, Addressing Sexual Misconduct, and Academic Misconduct can be viewed at:

<https://cte.utah.edu/instructor-education/syllabus/institutional-policies.php>

NOTE: The syllabus is our contract, if it changes, it changes in your favor.