

# Founder Workshop

Berkeley Haas

## Founder Workshop: Building a Fundable Startup

UGBA 195T | 2 units | Mondays 4-6pm | In-person, Haas N470

*Founder Workshop* is a hands-on course exploring the key elements of building venture-fundable companies through the eyes of the early stage investor. The course invites students to learn through a combination of lectures, guest talks and making real progress on their real-life ventures.

### Is this course for you?

This course best fits student teams with a real venture idea they work on or are committed to work on and raise capital for. You will have to join the course in teams or join a team early in the semester and should be willing to spend the time required to seriously work on your projects outside of class.

### What to expect?

Classes include lectures and guest talks by investors and experienced entrepreneurs, as well as frequent progress updates from student teams. These will be followed by open and honest class discussion, offering teams personalized advice and feedback from guest speakers and peers working through similar challenges.

Grading is based on active class participation, real out-of-class work and a final write-up.

### What will you learn?

After this course, you will understand the main factors considered by early stage investors when making an investment decision. You will also make real progress on your own project.

### What did past students have to say?

*"It was a great class. My favorite part was getting to connect with the guest speakers who came (seasoned entrepreneurs) and pitch for them or pick their brains for advice."*

*"The professor is infectiously passionate about entrepreneurship and knows how to motivate students. Take his course if you're willing to reciprocate a similar passion and be actively involved. Really awesome experience!"*

*"Startups are where it's at and this guy knows his s\*\*t, and his connections..."*

### Instructor

Jonathan Heyne is an entrepreneur, educator and startup executive. He founded two companies – one acquired in 2013 and the other which he learned a lot from – for which he raised debt and capital from venture funds, angels, accelerators and banks. He is the Chief Operating Officer at DeepLearning.AI and has been a Haas faculty since 2017. Previously, he was an Executive Vice President at ThriveDX, a 1,000-people education startup and spent 4 years as VP and General Manager at Springboard, growing the company from seed stage to 250+ employees with tens of Millions in revenue. Jonathan is a former commercial lawyer and has an MBA from BerkeleyHaas and degrees in Law and Political Science from Tel Aviv University.

For questions, please contact [heyne@berkeley.edu](mailto:heyne@berkeley.edu).