

Founder Workshop: Building a Fundable Startup

UGBA 195T.2 | 2 units | Wednesdays 4-6pm | N170 Chou Hall

FW:BFS 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 ventures.

Is this course for you?

This course best fits student teams with an idea they're working on or are committed to work on and raise capital for. You are encouraged to join the course in teams or form them shortly after joining, and should be willing to spend the time required to seriously work on your projects throughout the semester.

What to expect?

Classes include short 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.

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 an executive General Manager at Springboard, a 150 employees startup based out of San Francisco and Bangalore, and has been a Haas faculty member since 2017. 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.