Do you ...
Have an idea for a mobile app?
Have interest in tech startups?
Want some Tech-cred?

If you say "yes" to any of the above questions, then the new course is for you!

BMIS 489 will introduce you to several tools and methods used to make mobile and web apps. This will provide you with a foundation for trying out your own ideas for apps, and working at modern startup companies.

This class is recommended for students who plan to start web-based businesses and want to develop an MVP (Minimum Viable Product) and for students who want to join start-ups.

For more information contact:
professor, Tim Olsen olsent@jepson.gonzaga.edu

What will you learn?
App development process
Monetization through advertisements
Segmenting customers for start-ups
Hiring/finding programmers/technical co-founders
BMIS 489 - Technology for Tech-Startups

BMIS 489 will introduce you to several tools and methods used to make mobile and web apps. This will provide you with a foundation for trying out your own ideas for apps, and working at a modern startup companies. This class is recommended for students who plan to start web-based businesses and want to understand what goes into developing an MVP (Minimum Viable Product). This class is also recommended for students who want to join start-ups and need to understand the technical aspect of the business in order to communicate with the development team. Students will be expected to have Mac, Windows, or Linux computers that they can complete homework and projects on (detailed instructions on setup will be provided).

**GOAL OF COURSE:** Help students build and understand the process to build a viable product for a “tech startup”.

Background: Interest in starting a business has grown significantly in the past several years while the perceived capability to do so has remained flat (e.g. people want to start businesses, but they lack know-how). This is conveyed in the two graphs below with data taken from the Global Entrepreneurship Research Association.

Startups that deliver goods and services through web/mobile interfaces are becoming increasingly popular as the overhead required decreases. This class will orient students to the vast array of tools and frameworks available to budding entrepreneurs and give them frameworks to understand the best tools for the job.

**Who should take the course?**
Those who want to create a startup that has a central web/mobile component (now or in future).

**Who should not take the course?**
Those who are afraid of computers, or do not have any interest in building or working at a web/mobile startup company.

Recommended (not required) prerequisites*: BMIS 235 or ITEC 211 or CPSC 121

*To cast a wide net, there are no required prerequisites. Students should have experience taking a technical challenge head-on, like a difficult analysis in excel, becoming an expert in photoshop, or making a website. These experiences will instill the confidence of ‘I can overcome technical difficulties’ necessary to do well in this class.
Learning Outcomes:
• Students will understand the technology landscape, and be able to intelligently select from the available options as they decide how to create an app.
• Students will establish entrepreneurial legitimacy by build a product themselves (pre-funding).
• Gain experience through execution: Students will develop a product and gain experience they can put on their resume.

Outline of Topics (The list below will change):

Tech-Startup Market Research
  Learning from Competitors... (AngelList)
  Learning from post-mortems, abandoned projects

Tech-Startup Business Model Types
  Monetization Strategies

Product Development for non-technical co-founders (the bulk of the course)
  Learning to Code:
    Javascript
    Blockly Games
    Jquery
    JSON
  Hosting Options
    Basic: Wix, Squarespace, Wordpress
    Intermediate: Heroku, ?
    Advanced: Amazon, Linode

Creating a minimum viable product (pre-MVP)
  Using previously developed code
    A crash course in github
  Using google spreadsheets/RSS
    AppsScript
  Using javascript frameworks
  Using abstractions
    Runmyprocess, Lighttable, Prelang, Stamplay
  Using WebServices
    Mailchimp, referly, sendgrid, twilio, etc.
  Mobile App Frameworks/QuickWins
    Cordova, AppYet, iOS

Monetization through Advertisements
  Adsense, admob, alternatives

Segmenting Customers for StartUps
  Using Web-Analytics, Customer-Analytics tools

Hiring/finding programmers / technical co-founders
  assembly.com, odesk.com, elance.com, witkey.com