MGMT 4381 – Crowdfunding Entrepreneurial Ventures
Fall 2020

Course Description

This class is designed as an upper level elective business course for those interested in entrepreneurship and alternative forms of financing a new venture. Crowdfunding provides the opportunity for entrepreneurs to acquire capital for their projects by utilizing a platform that allows the masses to provide funds towards the completion of the project. This course focuses on the three stages of crowdfunding and how entrepreneurs can successfully fund their ventures by tapping into the crowd.

Prerequisite Knowledge
Junior+ level standing and a general understanding of entrepreneurship is recommended.

Course Technology
Access to course materials, online assignments, quizzes, asynchronous sessions and exams is via Blackboard. Some assignments may require the use of Microsoft Word, PowerPoint, and Excel.

Class Meeting Times
This is an online class with asynchronous weekly assignments. In addition, weekly synchronous sessions with the instructor will be available. Each session will be recorded.

Technical Support
The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu

Faculty/Instructor Information

Ruben Ceballos, PhD
MBA Director and Assistant Professor of Management Office: RASS 212
Phone: (325) 942-2384 (office) E-mail: ruben.ceballos@angelo.edu
Office Hours: Monday from 9:00 AM to 11:00 AM; 3:00 to 5:00; Other times by appointment.

Course Objectives

Learning Objectives:
Upon completion of this course, students will be able to...

1. Demonstrate foundational knowledge of crowdfunding concepts and theories.
2. Demonstrate analytical thinking and critical analysis.
3. Demonstrate effective business communication skills.
4. Critically analyze and evaluate a successful crowdfunding campaign.
5. Critically analyze and evaluate an unsuccessful crowdfunding campaign.
Assessment Methods
Assignments and tests.

Course Textbook and Required Readings

Required:

Students are required to watch/listen to all the modules and presentations provided by the instructor. No textbook is required

Grading Policies

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

A = 90 – 100 %
B = 80 – 89 %
C = 70 – 79 %
D = 60 – 69 %
F = 59 % and below.

The table below shows how assignment points are allocated.

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Each Worth</th>
<th>Course Total</th>
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<tbody>
<tr>
<td>Module I – Quiz</td>
<td>10</td>
<td>10</td>
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<tr>
<td>Module II – Quiz</td>
<td>10</td>
<td>20</td>
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<tr>
<td>Module III – Quiz</td>
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<td>30</td>
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<tr>
<td>Module IV – Quiz</td>
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<td>Module V – Quiz</td>
<td>10</td>
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<tr>
<td>Successful Campaign Analysis</td>
<td>25</td>
<td>75</td>
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<tr>
<td>Unsuccessful Campaign Analysis</td>
<td>25</td>
<td>100</td>
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<tr>
<td><strong>Total</strong></td>
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Assignments
Assignments include review of each module and completion of quiz for each. These are individual assignments. They can be completed at your own pace. **NOTE: Due dates are listed in course outline.**

Response Time
Response to emails will normally be within 24 hours Monday through Friday. I am here because I want you to learn, so please consider me a resource. Assignments are generally graded within 10 days of the due date.

Missed/Late Work
You are free to complete your work early. For all other assignments, 10% will be deducted each day an assignment is late, with the exception of university approved excuses. “Placeholder” submissions
i.e. “accidentally” submitting something other than what was assigned will be considered missed assignments. Late work and missed work will not be accepted beyond five days or beyond the last day of class.

**Participation/Absenteeism**

Students are expected to check the course website a minimum of few times each week and read course announcements.

**Course Outline & Schedule**

1. Class Introduction Module  
   **DUE – THURSDAY, OCTOBER 8, 2020**  
   • Watch/listen to presentation

2. Module I - Introduction to Crowdfunding  
   **DUE – FRIDAY, OCTOBER 9, 2020**  
   • Watch/listen to presentation  
   • Complete quiz

3. Module II – Types of Crowdfunding  
   **DUE – FRIDAY, OCTOBER 16, 2020**  
   • Watch/listen to presentation  
   • Complete quiz

4. Module III – Characteristics of Crowdfunding  
   **DUE – FRIDAY, OCTOBER 23, 2020**  
   • Watch/listen to presentation  
   • Complete quiz

5. Module IV – Stages of Crowdfunding  
   **DUE – FRIDAY, OCTOBER 30, 2020**  
   • Watch/listen to presentation  
   • Complete quiz

6. Module V – Information Asymmetry and Crowdfunding  
   **DUE – FRIDAY, NOVEMBER 6, 2020**  
   • Watch/listen to presentation  
   • Complete quiz

7. Successful Campaign Analysis  
   **DUE – FRIDAY, NOVEMBER 13, 2020 NO LATER THAN 11:59 PM**  
   • Follow instructions that include 7 steps for the successful campaign analysis  
   • Complete the steps  
   • Submit the analysis in a WORD or PDF format

8. Unsuccessful Campaign Analysis  
   **9. DUE – FRIDAY, NOVEMBER 20, 2020 NO LATER THAN 11:59 PM**  
   • Follow instructions that include 7 steps for the unsuccessful campaign analysis  
   • Complete the steps  
   • Submit the analysis in a WORD or PDF format
Successful Campaign – Instructions

Utilize a WORD document for the steps listed below. You will need to submit the assignment as a WORD document or PDF.

STEP 1

- Visit Kickstarter.com or Indiegogo.com and select a successful crowdfunding campaign that is currently ongoing and based in the United States. NOTE: The campaign must have met or exceeded its funding goal.
- If you choose Kickstarter
  - You must select a campaign from the Apps; Gadgets; Software; Web; Hardware; Wearables; Sound; or 3D Printing categories under Design & Tech for Kickstarter
- If you choose Indiegogo
  - You must select a campaign from the Tech & Innovation section, which includes various categories

STEP 2

- Click through the campaign pages and review the product
- Watch the videos
- Analyze the reward levels
- Analyze the updates
- Review the comments

STEP 3

Provide the weblink to the campaign

STEP 4

Answer the following questions regarding the Founder(s)

- What was the founder composition? (single, team, size)
- What was the gender or genders of the founder(s)?
- What was the ethnicity of the founder(s)? (African American; Asian; Hispanic; White; Other)
- What was the founder(s) educational background?
- What was the founder(s) industry experience?
- What was the founder(s) previous experience with crowdfunding?
- How many updates were provided?
- Did the founder(s) ask directly for your support?
- Does the founder(s) have a company?
- Does the founder(s) have a clear plan on how they intend to deliver on their promise?
- Does it appear that the founder(s) invested a significant amount of time in the project?
- Did the founder(s) ask for input or collaboration from would be backers?
- What stood out to you regarding the founder(s)?
STEP 5

Answer the following questions regarding the project

- How many backers supported the project?
- How long has the campaign been active?
- How many days are left in the campaign?
- What was the funding goal amount?
- How many different types of reward levels were available?
- Was the project linked to an external website (YouTube, Facebook, Instagram, etc)
- What benefit does the product provide?
- What features does the product highlight?
- How innovative is the product?
- Is the product a prototype?
- Was the product featured or highlighted by Kickstarter or Indiegogo?
- Was the project trying to support a “good cause”?
- What stood out to you regarding the product/project?

STEP 6

Answer the following questions regarding the signals sent by the founder

- What PRODUCT signals were used by the founder(s) for this project?
- What MIND signals were used by the founder(s) for this project?
- What HEART signals were used by the founder(s) for this project?

STEP 7

Write four (4) paragraphs explaining why the project was successful.

- The first paragraph should focus on the founder(s)
- The second paragraph should focus on the product/project
- The third paragraph should focus on the signals and if you feel they were effective enough to address your concerns regarding adverse selection and moral hazard
- The fourth paragraph should focus on why you thought it was successful and discuss whether you would support the project
Unsuccessful Campaign – Instructions

Utilize a WORD document for the steps listed below. You will need to submit the assignment as a WORD document or PDF.

STEP 1

- Visit Kickstarter.com or Indiegogo.com and select an unsuccessful crowdfunding campaign that is currently ongoing and based in the United States. NOTE: The campaign must be active and close to the end date but be far from reaching its funding goal.
- If you choose Kickstarter
  - You must select a campaign from the Apps; Gadgets; Software; Web; Hardware; Wearables; Sound; or 3D Printing categories under Design & Tech for Kickstarter
- If you choose Indiegogo
  - You must select a campaign from the Tech & Innovation section, which includes various categories

STEP 2

- Click through the campaign pages and review the product
- Watch the videos
- Analyze the reward levels
- Analyze the updates
- Review the comments

STEP 3

Provide the link to the campaign

STEP 4

Answer the following questions regarding the Founder(s)

- What was the founder composition? (single, team, size)
- What was the gender or genders of the founder(s)?
- What was the ethnicity of the founder(s)? (African American; Asian; Hispanic; White; Other)
- What was the founder(s) educational background?
- What was the founder(s) industry experience?
- What was the founder(s) previous experience with crowdfunding?
- How many updates were provided?
- Did the founder(s) ask directly for your support?
- Does the founder(s) have a company?
- Does the founder(s) have a clear plan on how they intend to deliver on their promise?
- Does it appear that the founder(s) invested a significant amount of time in the project?
- Did the founder(s) ask for input or collaboration from would be backers?
- What stood out to you regarding the founder(s)?
STEP 5

Answer the following questions regarding the project

- How many backers supported the project?
- How long has the campaign been active?
- How many days are left in the campaign?
- What was the funding goal amount?
- How many different types of reward levels were available?
- Was the project linked to an external website (YouTube, Facebook, Instagram, etc)
- What benefit does the product provide?
- What features does the product highlight?
- How innovative is the product?
- Is the product a prototype?
- Was the product featured or highlighted by Kickstarter or Indiegogo?
- Was the project trying to support a “good cause”?
- What stood out to you regarding the product/project?

STEP 6

Answer the following questions regarding the signals sent by the founder

- What PRODUCT signals were used by the founder(s) for this project?
- What MIND signals were used by the founder(s) for this project?
- What HEART signals were used by the founder(s) for this project?

STEP 7

Write four (4) paragraphs explaining why the project was unsuccessful.

- The first paragraph should focus on the founder(s)
- The second paragraph should focus on the product/project
- The third paragraph should focus on the signals and if you feel they were effective enough to address your concerns regarding adverse selection and moral hazard
- The fourth paragraph should focus on why you thought it was unsuccessful and discuss whether you would support the project
Course Policies

**Academic Honesty and Integrity**

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code, which is in both print and web versions of the ASU Student Handbook.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do no violate this trust. Violation of academic integrity will result in a failing grade for the course.

It is the professor’s intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

**Plagiarism**

Plagiarism is a serious topic covered in ASU’s Academic Integrity policy in the Student Handbook. Plagiarism is the action or practice of taking someone else’s work, idea, etc., and passing it off as one’s own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Papers are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the ASU Writing Center.

**Copyright Policy**

Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

**Code of Ethics**

Students, faculty, administrators and professional staff of the College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one’s actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated

**Courtesy and Respect**

Courtesy and respect are essential ingredients to this course. We respect each other's opinions and respect others points of view at all times while in our class sessions. The use of profanity and harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, life style, religion, etc., violations of these rules will result in appropriate disciplinary actions.
Accommodations for Disability

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by emailing studentservices@angelo.edu, or by contacting:

Mrs. Dallas Swafford  
Director of Student Development  
Office of Student Affairs  
University Center, Suite 112  
325-942-2047 Office  
325-942-2211 FAX  
Dallas.Swafford@angelo.edu

Student absence for religious holidays

As stated in the Angelo State University Operating Policy and Procedures (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to miss class to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

Course Drop

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrar_office/course_drop_provisions.php.

Incomplete as a Course grade

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade "I" is given when the student is unable to complete the course because of illness or personal misfortune. For undergraduates, an "I" that is not removed before the end of the next long semester automatically becomes an "F". A graduate student will be allowed one year to remove a grade of "I" before it automatically becomes an "F". To graduate from ASU, a student must complete all "I's".

Grade Appeal Process

As stated in the Angelo State University Operating Policy and Procedures (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, has experienced inequitable evaluation procedures, or inappropriate grading practices, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the grade appeal process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.