

AMAE 3387
ATTRACTING CAPITAL: DONORS, INVESTORS AND PUBLIC FUNDS
May-Term, 2017

Professor James Hart
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Office Hours by appointment

Course Objectives and Overview:

Every entrepreneur is faced with the same problem: “Where and how do I get money to build or grow my business?” This experience-based course explores strategies for attracting capital for arts-related ventures, whether for-profit or nonprofit. Numerous award-winning exercises are used in this class to make it interactive, experiential and fun. We look at legal structures, crowdfunding, angel investors and venture capital, website creation as a visual aide or prototype, pitch deck creation, pitching in a myriad of ways—including video. Students leave with both an understanding of theory and practice and will have skills to implement their knowledge in the market. The skills in this class also serve students to effectively compete for jobs by enhancing interviewing skills.

LEARNING OUTCOMES:

- Students will gain insight into the ancient relationship between bartering, exchange of service and goods as entrepreneurs.
- Students will come to understand the relativity of value.
- Branding in relation to exchange of value is a topic students engage in.
- Students will participate in sales techniques and budgeting.
- Students come to identify and understand legal structures.
- Students learn to develop an original pitch.
- Students will be able to select and use appropriate forms of evidence in a public presentation. Students will be able to design verbal messages to suit audiences and purposes. Students will be able to use visual cues (such as presentation software, a website, staging, props, costumes, makeup, and gesture) to enhance a public presentation.

REQUIRED READING/WATCHING:

Successful Fundraising for Arts and Cultural Organizations (Hopkins, Freidman), The Oryx Press, 1997. Also, students are required to read web articles, view videos, listen to audio and observe other digital content and original text sent through Facebook by at least the evening before the next day’s course.

Grading Breakdown:

Average of Quizzes:	20%
Pitch Decks	10%
2- Minute Pitch	20%
Contest Video Elevator Pitch	10%
Participation:	10%
Final Exam (Cumulative):	30%
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100%	

GRADING POLICY

A	93 and above	B+	87-89	C+	77-79	D+	67-69	F	Below 60
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A- 90-92	B 83-86	C 73-76	D 63-66
	B- 80-82	C- 70-72	D- 60-62

Quizzes: (20%) Quizzes are based upon readings, information presented in class by the professor, guest lecturers, videos, text, media presented or otherwise offered/assigned by the professor in this course. Primarily, quiz material will draw from the required course book *Successful Fundraising for Arts and Cultural Organizations*. Other assignments that count as a quiz include Grant Writing, and possibly others (as will be discussed in class). NOTE: Students will develop a website as a demonstration and/or visual aide for possible use in their pitch. Students are urged to check out <http://www.weebly.com/>, www.wix.com, and www.wordpress.com to create original websites. Students will also create a pitch deck. Each or both may be used as a visual aide during the pitch contest.

Pitch Decks: (10%)

2-minute Pitch: (30%) Students will develop a 2- minute pitch, accompanied by their pitch deck. See syllabus timeline for information on how to build a pitch deck.

Video Elevator Pitch: (10%) Students will compete with each other in an elevator pitch contest before a panel of external judges. These judges will judge the videos outside of the classroom and post class in Dallas. Students' pitches must not exceed 2 minutes.

Note: If you are called upon to pitch (regardless of order), and you are not prepared to do so (and consequently do not pitch), *your attendance grade will drop a full tier*. Example: If your participation grade is, at that time, an A and you do not pitch when called upon, your participation grade will drop to A-. If you choose to not participate in class exercises, and clear evidence of effort is not present, the same holds true.

Final Exam: (30%) The final exam will be cumulative. I will not be present on the day of the final exam. This exam will be proctored. All students are required to arrive on time to class. The structure of this process will be explained in class. Please let me know if you have any questions.

Note: I do not tell students what will be on Quizzes or Final Exam. Please do not ask. Your goals for this class are to be present, absorb the material as best you can and grow. If you have questions, I am happy to address them at any time. This said, at my own discretion, I may review with you or tell you what to focus on for an upcoming quiz.

SMU HONOR CODE

The University's Honor Code governs all work undertaken and submitted in this course. The instructor in this course believes that intellectual integrity and academic honesty are vital to the learning process at SMU. As a student you have the responsibility of knowing the regulations of the SMU Honor Code (found in the [SMU Policies For Community Life](#)), and the penalties for departing from it. This includes all areas of dishonesty including plagiarism, cheating on tests, use of the work of others (published or unpublished), and the observance and knowledge that others are cheating.

Your name should be included on an assignment *only if you contributed substantially to the completion of the assignment*. Putting your name on an assignment that was

completed entirely by your group members without your input constitutes representing others' work as your own and is a violation of the honor code.

DISABILITY ACCOMMODATIONS

Students needing academic accommodations for a disability must first register with Disability Accommodations & Success Strategies (DASS). Students can call 214-768-1470 or visit <http://www.smu.edu/Provost/ALEC/DASS> to begin the process. Once registered, students should then schedule an appointment with the professor as early in the semester as possible, present a DASS Accommodation Letter, and make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.

FILMING, BLOGGING & CONTENT CREATION & USE

At times, projects and/or lectures and general course work may be filmed, photographed and/or recorded. Such materials may be used for personal research purposes, marketing, general media use or any other means James Hart, professor of this course, deems appropriate. By enrolling in this course, you have accepted this.

The Arts Entrepreneurship Blog is <http://blog.smu.edu/artsentrepreneurship/>

RELIGIOUS OBSERVANCE

Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.)

MAKEUP POLICY: If you are required to attend a SMU-related function (such as a sports event, department event, etc.), please provide appropriate official documentation *prior to the event*. With documentation, you will not be penalized for missing class. If you are sick and unable to attend class, **you must obtain a signed doctor's note** for the absence to be excused and this note must reflect each day the doctor excuses you from class. The professor may choose whether exceptions to this policy are to be made.

EXCUSED ABSENCES:

Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (University Undergraduate Catalogue)

CAMPUS CARRY LAW:

In accordance with Texas Senate Bill 11, also known as the "campus carry" law, following consultation with entire University community SMU determined to remain a weapons-free campus. Specifically, SMU prohibits possession of weapons (either openly or in a concealed manner) on campus. For more information, please see: http://www.smu.edu/BusinessFinance/Police/Weapons_Policy.

Ideation
Cover Chapter 1 in S.F.A.C.O
Take the following test:
<https://www.16personalities.com/free-personality-test>
Cover Chapter 2
Legal Structures
B Corps
Budgeting/Pro Forma Statements

Day 2

Review Chapters 1 and 2
Review Legal Structures
Meaning and Mission Statements
Cover Chapter 3 and 4
Body Language
Start creating Pro Forma Statements
Primary and Secondary Market Research
Angel Investors & Venture Capitalists
The Ask and Equity
Pitching (Cover Pitching Rubric)

Day 3

Field Trip

Day 4
Need Fulfillment and Gibberish
Pitching
Introducing the Pitch Deck
Start developing Pitch Deck
Find a template at this article:
<http://onforb.es/14QWeA8>
Review P.D.'s here:
<http://bit.ly/1IH2E19>
Student-led and guided review (half hour)
Quiz Chapters 1-4 and Legal Structures

Day 4

Cover Chapter 5 & 6
Watch Aulet Video on TAM
Work on 2-minute pitch process
Pitching
Event-based fundraising
Review Pro Forma Statements
Review Pitch Decks and work on in class

Day 5

Ideation Exercise
Differentiation and Competition Matrix
Work on in class
Exploring Website Platforms
Start developing website
Review
3pm Library Visit (Research Discussion)

9am guest speaker Adam Dietrich
Pitch Deck's Due
10 minute Pitch Presentation
Introduce Video Elevator Pitch concept

Day 6

9am Guest Speaker: Trey Bowles
Work on 2-minute pitch
Chapters 7, 8
3 ideas, Three Strategies
Interactive exercises in class
Discussion
Grants (work on in class)
Website review, if necessary
Pitching

Day 7

Websites Due
Possible Field Trip
Ideation
Discussion
Shark Tank
Discuss vid elevator pitch (in class if need)
Grants Due
Choose an Imaginary Board
3 Ideas, 3 Strategies
Review

Day 8

9am Guest Speaker: Buddy Teaster
Soles4Souls
2-minute pitch is due
Include visual aide
Chapter 9
Tiered Structure of Giving
Crowdfunding

Day 9

Group/self/student in-class review

Quiz
Guest Speaker

Day 10

Event-based Fundraising
Video Elevator Pitch due
Watch in Class, if time
Review of all materials (for final)
Shark Tank analysis
Presentation on fundraising strategy

Day 11

FINAL EXAM:

Note: *Because of the short May-Term semester, changes to this curriculum may and likely will occur at any time. I try to work with the students and what they bring to the class. As needs become apparent or change, I will adapt the syllabi. All students will be notified of changes.*

Effective pitches must be practiced with great frequency and it is expected that each student in this class is practicing their pitch over the full course of the class, ready to work at any time. Please note that this class rapidly occurs in May-Term. Please work on your pitches every day outside of class, as well as time we take in class.

See the following resources available to help you explore or launch your concepts/find funding:

1. [SMU's Big iDeas](#) (Startup funds, mentorship and an incubator)
2. The [Meadows Exploration Grants](#) (Funds available to explore ideas and projects)