

A. Instructor Information

Instructor(s): Andre Calmon, PhD; Claudio Di Leo, PhD

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Course Communication: Canvas (Primary), MS Teams (Team Feedback/Informal)

B. General Course Information

1. Description

Welcome to the second and final semester of the Tech to Market (T2M) Capstone. In the summer, teams moved from a core technology to a validated, high-potential market problem. This fall, teams embark on developing and delivering a viable venture.

This semester is about execution, experimentation, and synthesis, moving from the "what" and "why" to the "how." Starting in August, teams will engage in intensive discovery, aiming for over 100 customer and partner interviews by the semester's end to build a deep, evidence-based understanding of their chosen opportunity. Through a series of asynchronous sprints and intensive in-person workshops, students will define and test a Minimum Viable Product (MVP), build a robust go-to-market and financial strategy, and synthesize findings into a validated business model. The course culminates in a final, high-stakes presentation and investment memo delivered to a panel of real-world investors, entrepreneurs, and Georgia Tech leadership.

2. Course Learning Outcomes

Upon successful completion of this course, students should be able to:

Synthesize large volumes of qualitative customer discovery data into actionable strategic insights.

Define and test a Minimum Viable Product (MVP) by designing and executing non-scalable experiments.

Construct a Go-to-Market strategy and pro-forma financial model for a deep-tech venture.

Refine and validate a business model using evidence from customer interviews and experiments.

Communicate a validated deep-tech venture opportunity through a compelling investor pitch, pitch video, and written investment memo.

3. Required Course Materials

None

4. Grading Policy

Final grades will be based on total points earned across the required assignments below. Letter grades will be assigned on the following scale: A for 90% or above, B for 80% or above, C for 70% or above, D for 60% or above, and F for final grades below 60%.

5. Assignments

6. Assignment 1 - Accelerated Discovery Preliminary Presentation: 15 points

Condensed (10-minute max) preliminary presentation showing progress toward the Module 2 deliverable, delivered to instructors in a virtual meeting scheduled with each team. Presentation content details will be posted in Canvas.

7. Assignment 2 - Synthesis & MVP Definition In-Class Presentation: 20 points

In-class team presentation synthesizing customer discovery findings and defining a specific, testable MVP. Presentation content details will be posted in Canvas.

8. Assignment 3 - Prototyping & Validation Preliminary Presentation: 15 points

Condensed (10-minute max) preliminary presentation delivered to instructors in a virtual meeting, showing progress on MVP experimentation and validation. Presentation content details will be posted in Canvas.

9. Assignment 4 - Building the Business Case In-Class Presentation: 20 points

In-class team presentation of the Go-to-Market strategy and pro-forma financial model. Presentation content details will be posted in Canvas.

10. Assignment 5 - The Boardroom Final Investor Pitch: 30 points

Final capstone deliverable consisting of (1) a 20-minute investor pitch presentation delivered to an external panel of venture capitalists, serial entrepreneurs, and industry experts, (2) a pitch video, and (3) a concise handout for the judges.

11. Description of Graded Components

Assignment 1 captures the team's progress during the accelerated discovery sprint, synthesizing qualitative data from customer and partner interviews and refining the venture's value proposition.

Assignment 2 translates discovery findings into a coherent strategic narrative and a defined MVP that addresses the highest-risk assumptions.

Assignment 3 reports on non-scalable experiments (e.g., concierge offerings, prototypes, landing pages) designed to validate or invalidate parts of the business model.

Assignment 4 presents a complete business case, including a Go-to-Market strategy, pro-forma financial model, and 18-24 month milestone plan.

Assignment 5 is the capstone investor pitch delivered in "The Boardroom," synthesizing two semesters of work into a clear, evidence-backed, and compelling investment opportunity.

Note: The nature of these assignments may vary from semester to semester depending on the order of synchronous vs. asynchronous modules.

C. Course Policies

1. Attendance and/or Participation

Attendance at all synchronous in-person workshops and scheduled virtual team presentations is mandatory. Active participation in customer/partner discovery work, team activities, and peer feedback is required throughout the semester.

2. Additional Criteria for Successful Completion

Successful completion of the course requires timely submission of all five assignments, active engagement in team discovery and experimentation activities, and participation in Module 5 (The Boardroom) final investor pitch.

3. Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. Review Georgia Tech's Honor Code and the student Code of Conduct.

Any student suspected of cheating or plagiarism on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

4. Accommodations for Students with Disabilities

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services (404-894-2563) as soon as possible to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

5. Student-Faculty Expectations Agreement

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. The Student-Faculty Expectations articulate some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.