



The Bug List Introducing the basics of entrepreneurship

Target audience: All majors and academic levels
Setting: In person or online
Class size: Any
Time required: 30 - 60 minutes, depending on class size; Online: several days or weeks (flexible)
Required materials: Scrap paper and writing utensils for all participants (typically self-provided)
Resources: <http://www.studentventures.asu.edu/apply>
Facilitation instructions:

1. Facilitator and students introduce themselves, if appropriate.
2. Discuss how the initial art and science of entrepreneurship is as simple as identifying a painful, widespread problem, and hypothesizing potential solutions, a.k.a., new, innovative ventures aimed at solving a particular problem, or “bug.” You may also show the affiliated video lecture (applicable throughout). Online: adapt discussion format as necessary, or assign affiliated video lecture (applicable throughout).
3. Ask students to individually brainstorm a list of 10 things that bug them and write them down on a piece of scrap paper. The 10 bugs should pertain to their interests, majors, or passions in life; not their frustrations regarding ASU infrastructure (e.g., parking, etc.). Allow 3-5 minutes for students to create their own individual bug lists. Online: adapt time allowance as necessary.
4. Count off students into equal-sized teams (team sizes will be dependent on how large the class is, e.g., count off by twos or fives, etc.). Online: adapt team formation logistics as appropriate.
5. Once in groups, each team member should share a few of their bugs with their team members and note which ones garner consensus among the majority of the group. Allow several minutes for this discussion. Online: adapt team discussion time allowance and logistics as appropriate.
6. Ask a representative from each team to share the bugs that were most popular within their group discussion with the entire class. Take some time to discuss one or two of those bugs with the whole class to decide which is most “painful” and in need of an innovative solution. Online: adapt class discussion time allowance and logistics as appropriate.
7. Ask each team to come up with hypothesized solutions for their most painful bug. Based on the proposed solutions, also challenge the teams to come up with a creative corresponding “company” name. Allow several minutes for these group discussions. Online: adapt team discussion time allowance and logistics as appropriate.
8. Teams then present their best solutions and company names to the entire class. As each team presents, take some time to discuss how those solutions have the potential to turn into viable businesses. Online: adapt team presentation and discussion logistics as appropriate.
9. (Optional) The whole group may vote (e.g., by applause) on the best problems, proposed solutions, and company names. Online: adapt voting logistics as appropriate.
10. Encourage the student teams to take the next step toward actually executing their proposed solution by submitting a five-page Edson proposal by April 1 (<http://www.studentventures.asu.edu/apply>), and bring glory to your college or school by helping to win the ASU Startup Bowl! Online: adapt challenge format as necessary