



ENTREPRENEURSHIP CAREER GUIDE

Student Affairs at Carnegie Mellon University Silicon Valley



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ENTREPRENEURSHIP CAREER GUIDE

Acknowledgment section

These career guides are adapted each year, and the career services team would like to sincerely thank the 2019 cohort of Peer Career Consultants for creating the first iteration. We appreciate the hard work of Chaitra Dinesh Pai, Nursultan Dyussebayev, Arpit Gupta, Sweta Hari Kumar, and Joseph Konan who researched specific fields of interest and compiled helpful tips and resources for students to enable them to make the most of their CMU-SV experience and navigate the internship and job search process in Silicon Valley. Their valuable contributions made these career guides possible. Additionally, the example resumes are compiled from recent alumni who also wanted to help our future students at CMU-SV. Thank you to everyone who contributed their time and effort.

Introduction

Starting a company requires various skills and knowledge from different disciplines besides technology such as finance, legal, sales and marketing. This is the entrepreneurship guide that can support aspiring entrepreneurs at CMU-SV campus to achieve their goals in creating their ventures.

The list of skills that will be needed to be entrepreneur: communication, networking, the ability to make entrepreneur friends, curiosity, time management, strategic thinking, resilience, finance, branding, the ability to manage money, the ability to raise money, the ability to relieve stress, efficiency (the ability to be productive), the ability to inspire people, the ability to hire effective people, the ability to identify strengths and weaknesses, the ability to train people, the ability to manage people, understanding how to implement SEO and A/B testing, the ability to focus on customers and end users, sales (the ability to close a sale), strategic thinking (the ability to spot new trends), the ability to deal with failure (the ability to pivot and stop when needed), and the desire to improve the world.



EXAMPLE RESUME

To give you an idea of what a resume can look like for someone creating a start-up, please see the example below. *Please note, these roles may not have occurred in 2019-2020. This is a resume example from a real CMU-SV student, however, other data points are edited each year. Please recognize that this is not a real candidate. Please email career-services@sv.cmu.edu if you have any questions about this example resume or if you need to schedule a resume appointment, please do so through Handshake.

CMU Tartan

Mountain View, CA | 123-456-7891
cmutartan1@andrew.cmu.edu
[linkedin.com/in/cmutartan1](https://www.linkedin.com/in/cmutartan1)

SKILLS

CAD Skills
Solidworks, AutoCAD

Design Software
Photoshop, Illustrator, InDesign

Technology Experience
Kinect, Vive

Prototyping Skills
3D Printing, Laser Cutting, Silicone
Molding, Clay Modeling,
Basic Hand Tools

Programming Languages
Python, Java, C++, C

HONORS & RECOGNITION

Senior Capstone project showcased in CMU's ABET Accreditation Presentation on behalf of the Electrical and Computer Engineering Department

Electronic Dress Prototype, made on behalf of Intel in 2016, featured in the Netflix Show, Project MC2

Projecting Belt Prototypes, made on behalf of Intel in 2016, featured in the Design Museum (London) exhibition *Fear and Love*

Carnegie Mellon Dean's List, Fall 2017, Spring 2018

EDUCATION

Carnegie Mellon University | May 2020
M.S. in Technology Ventures

Carnegie Mellon University | May 2019
M.S. in Electrical and Computer Engineering

Carnegie Mellon University | May 2018
B.S. in Product Ideation, Prototyping, and Development

EXPERIENCE

SRI International | Jul. 2019 – Dec. 2019
Global Partnerships Co-Op, Business Development & Marketing
Performed market analysis for new SRI business development offerings and pitched to potential clients to initiate R&D corporate partnerships, including to the C-level of Ralph Lauren

Carnegie Mellon University | Jan. 2019 – May 2019
Adjunct Professor for 99-360: E-Textiles
Responsible for developing course material and teaching classes for the CMU IDeAte class E-Textiles, a class dedicated to exploring the integration of electronics and textiles through the lens of wearable technology

Prototype PGH | Aug. 2018 – present
Outreach & Marketing Chair, Board of Directors
In charge of curating the marketing and communications plan for the non-profit Prototype PGH, including duties such as managing Prototype's new brand retail effort or redefining the mission for grant writing

Intel Corporation | May 2017 – Aug. 2017
R&D Intern, New Technology Group
Designed and prototyped two week demos for VR/AR alternatives using projection technologies, incorporating the Microsoft RoomAlive toolkit and the Kinect to increase interactivity

Intel Corporation | May 2016 – Aug. 2016
R&D Intern, New Devices Group
Designed and prototyped quick turnaround electronic wearables that were featured in Paris Fashion Show in Hussein Chalayan's "Room Tone" 2017 collection and in the Netflix show, Project MC2

Evil Mad Scientist | May 2015 – Aug. 2015
Design Intern
Designed a sculptural lamp for injection molding and sheet metal bending manufacturing using Solidworks, as well as simulating the final design for real usage scenarios

SUPPLEMENTAL RESOURCES

This section is dedicated toward supplemental resources that will help to develop entrepreneurial skills.

As a CMU-SV student, make sure you utilize the Swartz Center for Entrepreneurship and subscribe to their weekly newsletter for announcements about events and workshops.

There are “Start Smart Law” workshops and speakers that can be super helpful. For example if you are an international student, this Q&A can be a great tool, “Starting a Business While in F-1 Student Status” Prepared by the Office of International Education at CMU: <https://docs.google.com/document/d/1XVCAsoMilolB7cVcAvUHo3nPn6N5r3E/edit>

IDEAS

No	Article Name	Author	Link
1	Why Smart People Have Bad Ideas	Paul Graham	http://paulgraham.com/bronze.html
2	How to get Startup Ideas	Paul Graham	http://www.paulgraham.com/startupideas.html
3	Ideas for Startups	Paul Graham	http://paulgraham.com/ideas.html
4	Anne Wojcicki on How to Build the Future	Anne Wojcicki	https://blog.ycombinator.com/anne-wojcicki-on-how-to-build-the-future/
5	Drew Houston on How to Build the Future	Drew Houston	https://blog.ycombinator.com/drew-houston-on-how-to-build-the-future/
6	Sam Altman on How to Build the Future	Sam Altman	https://blog.ycombinator.com/sam-altman-on-how-to-build-the-future/
7	Elon Musk on How to Build the Future	Elon Musk	https://blog.ycombinator.com/elon-musk-on-how-to-build-the-future/
8	Mark Zuckerberg on How to Build the Future	Mark Zuckerberg	https://blog.ycombinator.com/mark-zuckerberg-future-interview/
9	Request for Startups	Y Combinator	https://www.ycombinator.com/rfs/
10	The Idea (Startup Playbook)	Sam Altman	https://playbook.samaltman.com/#idea
11	Why Toys?	Aaron Harris	https://blog.ycombinator.com/why-toys/

IDEAS (CONTINUED)

No	Article Name	Author	Link
12	Toy Markets	Aaron Harris	https://blog.ycombinator.com/toy-markets/
13	How to Get and Test Ideas	Michael Seibel	https://www.youtube.com/watch?v=vDXkplw16os



GETTING STARTED

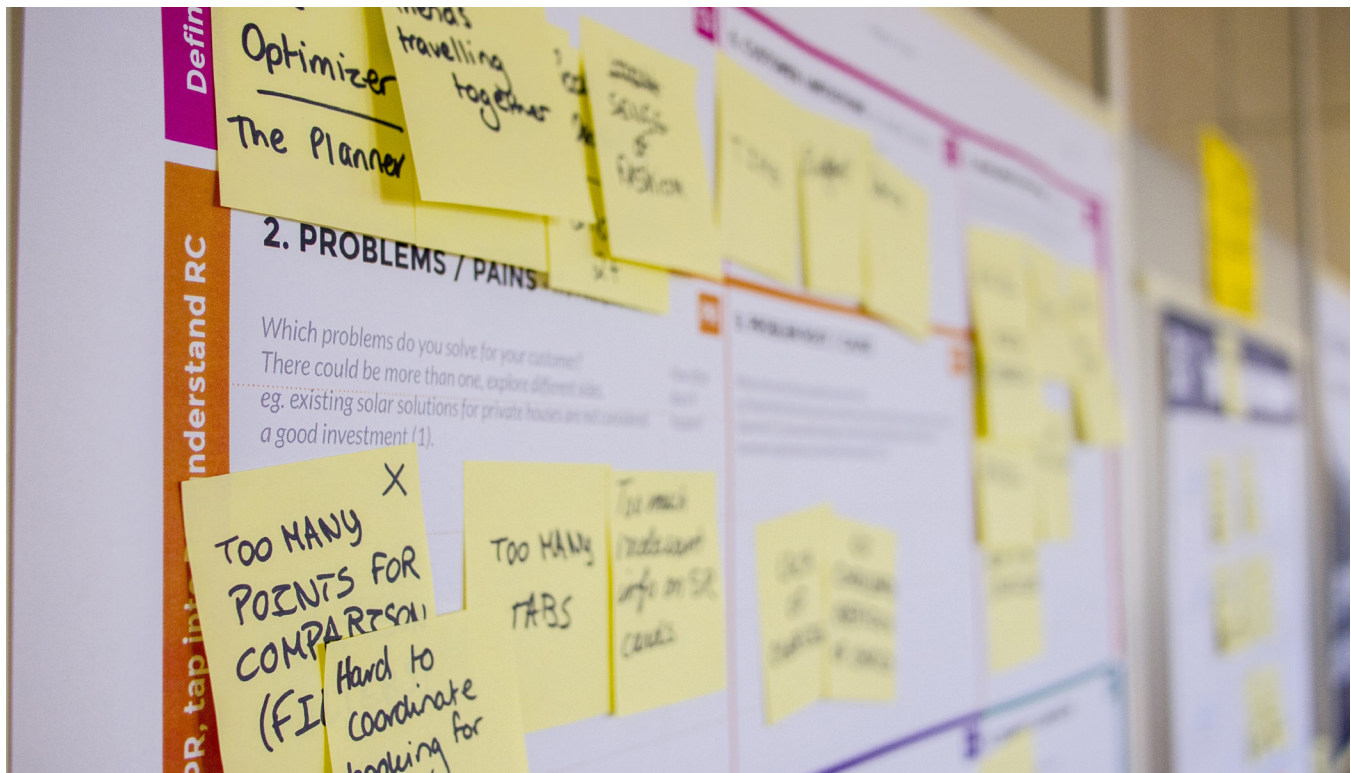
No	Article Name	Author	Link
1	Before the Startup	Paul Graham	http://startupclass.samaltman.com/courses/lec03/
2	Do Things That Don't Scale	Paul Graham	http://paulgraham.com/ds.html
3	A Student's Guide to Startups	Paul Graham	http://paulgraham.com/mit.html
4	One Order of Operations for Starting a Startup	Michael Seibel	https://blog.ycombinator.com/one-order-of-operations-for-starting-a-startup/
5	Three Paths in the Tech Industry: Founder, Executive, or Employee	Michael Seibel	https://blog.ycombinator.com/three-paths-in-the-tech-industry-founder-executive-or-employee/
6	Why Should I Start a Startup?	Michael Seibel	https://blog.ycombinator.com/why-should-i-start-a-startup/
7	A Letter to College Students	Michael Seibel	https://blog.ycombinator.com/letter-to-college-students/
8	Grow The Puzzle Around You	Jessica Livingston	http://foundersatwork.posthaven.com/grow-the-puzzle-around-you
9	YC's Essential Startup Advice	Geoff Ralston, Michael Seibel	https://blog.ycombinator.com/ycs-essential-startup-advice/
10	Doing Things That Don't Scale (SUS 2014)	Walker Williams, Justin Kan, Stanely Tang	http://startupclass.samaltman.com/courses/lec08/
11	Diane Greene's Advice for Founders	Diane Greene	https://blog.ycombinator.com/diane-greene's-advice-for-founders/
12	What Makes Founders Succeed	Jessica Livingston	http://foundersatwork.posthaven.com/what-makes-founders-succeed
13	Founders at Work (Book)	Jessica Livingston	https://www.amazon.com/Founders-Work-Stories-Startups-Early/dp/1430210788
14	How to Evaluate Startup Ideas Pt. 1 (SUS 2019)	Kevin Hale	https://www.ycombinator.com/library/3W-what-to-do-with-too-much-advice

GETTING STARTED (CONTINUED)

No	Article Name	Author	Link
15	Founders at Work (Book)	Jessica Livingston	https://www.amazon.com/Founders-Work-Stories-Startups-Early/dp/1430210788
16	I'm a Cofounder of Gusto, Here's the Advice I Give Every Startup Founder	Tomer London	https://blog.ycombinator.com/im-a-cofounder-of-gusto-heres-the-advice-i-give-every-startup-founder/
17	How to Create Luck	Dalton Caldwell	https://www.youtube.com/watch?v=NmEyx9TEkRw
18	How to Talk to Users (SUS 2019)	Eric Migicovsky	https://www.startupschool.org/videos/63
19	The Biggest Mistakes First-Time Founders Make	Michael Seibel	https://www.youtube.com/watch?v=D56QeyyQMLI

CO-FOUNDERS

No	Article Name	Author	Link
1	Finding a Co-founder in College	Aaron Harris	https://blog.ycombinator.com/advice-on-finding-a-cofounder/
2	Turning a Best Friend into a Co-founder	Michael Seibel	https://blog.ycombinator.com/ask-yc-best-friends-cofounders/
3	How to Split Equity Among Co-Founders	Michael Seibel	https://blog.ycombinator.com/splitting-equity-among-founders/
4	How Much Equity to Give Your Cofounders?	Michael Seibel	https://www.youtube.com/watch?v=9NhEBVPJIs4
5	How to Find a Cofounder	Kat Manalac	https://www.youtube.com/watch?v=CRLzkbtKPGM
6	How Do You Convince Someone to Join Your Startup?	Dalton Caldwell	https://www.youtube.com/watch?v=N8deM6B4eE4



GROWTH

No	Article Name	Author	Link
1	Startup = Growth	Paul Graham	http://www.paulgraham.com/growth.html
2	Network Effects	Anu Hariharan	https://blog.ycombinator.com/anu-hariharan-on-network-effects/
3	Growth Guide: How to Set Up, Staff and Scale a Growth Program	Anu Hariharan	https://blog.ycombinator.com/growth-guide2017/
4	Growth (Startup Playbook)	Sam Altman	https://playbook.samaltman.com/#growth
5	On Growing: 7 Lessons from WeChat	Anu Hariharan	https://blog.ycombinator.com/lessons-from-wechat/
6	Laying The Foundation for Sustainable Growth	Gustaf Alströmer	https://www.youtube.com/watch?v=3sVcqCRvhlQ
7	How to Monetize a Freemium Business	Melissa Tan, Abbie Kouzmanoff	https://blog.ycombinator.com/how-to-monetize-a-freemium-business/
8	SEO Advice from SurveyMonkey Director of SEO and Growth	Eli Schwartz	https://blog.ycombinator.com/seo-advice-from-surveymonkey-director-of-seo-and-growth-eli-schwartz/
9	9 Ways to Build Virality into your Product	Gabor Cselle (YC W09)	https://medium.com/gabor/9-ways-to-build-visibility-into-your-product-5975e1fe74e3
10	Advice from the High Growth Handbook, a Guide to Scaling Startups	Elad Gil	https://blog.ycombinator.com/elad-gil-shares-advice-from-the-high-growth-handbook-a-guide-to-scaling-startups/
11	How SketchDeck Went Back to Basics on Growth	Aaron Harris and Chris Finneral	https://blog.ycombinator.com/sketchdeck-chris-finneral-customer-growth/
12	Growth for Startups (SUS 2019)	Gustaf Alstromer	https://www.startupschool.org/videos/69
13	How to Improve Conversion Rates (SUS 2019)	Kevin Hale	https://www.startupschool.org/videos/74

ENTREPRENEURS & STARTUPS

No	Article Name	About	Link
1	Square Guides	Square has a number of handy guides to help you through the process of creating and running a business. Their guides range from accepting payments to how to start a specific type of business.	https://squareup.com/guides
2	Entrepreneur Finder	Entrepreneur Finder works by matching your interests, information and requirements with the individuals or companies that you are searching for. After you create a profile, you will have free access to contact other members and take advantage of the user search and matching features.	http://entrepreneurfinder.com/
3	SCORE	SCORE is a nonprofit association dedicated to educating entrepreneurs and helping small businesses start, grow, and succeed nationwide.	http://www.score.org/
4	Global Entrepreneurship Week	Global Entrepreneurship Week is the world's largest celebration of the innovators and job creators who launch startups that bring ideas to life, drive economic growth and expand human welfare.	https://genglobal.org/gew
5	Kauffman Foundation	The Kauffman Foundation works to further understanding of the powerful economic impact of entrepreneurship, to develop programs that enhance entrepreneurial skills and abilities, and to improve the environment in which entrepreneurs start and grow businesses.	http://www.kauffman.org/
6	Ted Talks on Entrepreneurship	Video archive on talks about entrepreneurship.	http://www.ted.com/talks/tags/entrepreneur
7	Young Entrepreneur Council	YEC is an invite only nonprofit organization comprised of the country's most promising young entrepreneurs.	https://yec.co/

ENTREPRENEURS & STARTUPS (CONTINUED)

No	Article Name	About	Link
8	Harvard Business School Entrepreneurs	A video archives that captures insights from leading members of the School's entrepreneurial community.	http://www.hbs.edu/entrepreneurs/
9	Entrepreneurs' Organization	The Entrepreneurs' Organization is dedicated to transforming the lives of the entrepreneurs who transform the world representing 40 countries with 120 worldwide chapters.	http://www.eonetwork.org/
10	Inc. Start-up	Advice for founders of start-ups and start-up entrepreneurs on writing a business plan, running a home-based business, naming a start-up business, how to incorporate, financing a start-up, buying a small business, and starting a franchise.	https://www.inc.com/startup
11	Forbes for Entrepreneurs	Read the breaking Entrepreneurs coverage and top headlines on Forbes.	http://www.forbes.com/entrepreneurs/

STARTUP FINANCING

No	Article Name	About	Link
1	Venture Capital on Alltop	The latest posts from top new sources on Venture Capital.	http://venture-capital.alltop.com/
2	How Does Venture Capital Work	A simple guide on how venture capital works. firms and funds, and venture capital in a new company.	http://money.howstuffworks.com/question398.htm
3	7 great ways to finance a startup	Need help on startup financing? Find everything you need to know about startup business financing and how to get your business the money it needs to get it.	http://money.cnn.com/2007/05/03/magazines/fsb/raising.money.fsb/
4	Start-up Cheat Sheet	How to Close Your First Investor	https://hackernoon.com/startup-cheat-sheet-how-to-close-your-first-investor-a95f936e8b85

For more insights to VCs and industry insights, check out these pages and subscribe to those that are helpful to you:

- <https://www.strictlyvc.com/>
- <https://www.technologyreview.com/>
- <https://johngannonblog.com/>

CMU Tool - Use Career Shift <https://cmu.joinhandshake.com/edu/articles/1210> to reach out to people in the industry you are targeting

- <https://stvp.stanford.edu/>
- <https://pitchbook.com/>
- <https://corp.smartbrief.com/> (NVCA)
- <https://review.firstround.com/>
- <https://www.mckinsey.com/>
- <https://www.bcg.com/>
- <https://www.bain.com/>
- <https://medium.com/tag/business>

BUSINESS PLANNING

No	Article Name	About	Link
1	Ultimate Guide to Starting an Online Business	This 7-chapter free ebook covers business models, generating ideas, mindsets, and tools to get you started.	https://growthlab.com/guides/ultimate-guide-to-starting-an-online-business/
2	A Simple Guide to Starting a Business	This comprehensive guide from Square, Inc. covers the basics of starting a small business. It explains how to write a business plan and properly register a business. You'll also learn how to finance a new business through investors and loans.	https://squareup.com/guides/how-to-start-a-business
3	How to Write a Business Plan	Whether you're just starting out, need funding or want to monitor the health of your business, creating a business plan is your first step on the path to success. Read this extensive how-to to get started on your plan.	https://www.wikihow.com/Write-a-Business-Plan
4	Bplans	Bplans offers free sample business plans, business plan software, business calculators, and articles on writing a business plan, starting a business, and other small business topics.	http://www.bplans.com/

PODCASTS

No	Article Name	About	Link
1	The Foundr Podcast	This podcast contains interviews with entrepreneurs who have built, or are building, their businesses. New episodes posted every week.	https://foundr.com/podcast-with-nathan-chan/
2	The Smart Passive Income Podcast	Made for entrepreneurs starting an online business, this podcast has interviews from entrepreneurs who have successfully built their online business.	https://www.smartpassiveincome.com/podcasts/
3	Startups For the Rest of Us	This podcast from Rob Walling and Mike Taber has been around since March 2010. A lot of good advice and lessons to learn here.	http://www.startupsfortherestofus.com/
4	Marketing School	From Eric Sui and Neil Patel, this podcast strictly focuses on marketing. Good for beginners and those in the intermediate level of marketing knowledge.	https://growtheverywhere.com/marketing-school-podcast/
5	Rework Podcast	A podcast from the creators of Basecamp. Covers bootstrapping, staying small, and growing slowly. Also answers listeners questions.	https://rework.fm/
6	The Startup Chat	Hear from entrepreneurs Hiten Shah and Steli Efti as they give current and aspiring entrepreneurs advice for navigating the startup world.	https://thestartupchat.com/



ACTIONS TO TAKE WHILE ON CAMPUS

THE LIST OF ACTIONS TO IMPLEMENT WHILE BEING AT CMU SV CAMPUS:

• Become a member of CMU SV Entrepreneurship Club.

- Attend Club events and network with other club members.

• Attend meetups and events in Silicon Valley related to startups/entrepreneurship/investment.

- Annual startup conference - TechCrunch on October.
- CES
- Developer Week

• Create a good LinkedIn profile with a nice profile picture, and well composed information about yourself.

- Build your professional network.
 - Do not add everyone to your network.
 - Add only people that you know personally.
 - Write at least one customized direct message to every person in your network in 3-6 months.
- Subscribe to all big incubators in SV:
 - <https://www.linkedin.com/school/y-combinator/>
 - <https://www.linkedin.com/company/plugin-and-play-tech-center/>
 - <https://www.linkedin.com/company/500-startups/>
 - <https://www.linkedin.com/company/skydeck-berkeley/>
 - <https://www.linkedin.com/company/rocketspace-inc-/>
- Subscribe to all big VC funds in SV:
 - <https://www.linkedin.com/company/sequoia/>
 - <https://www.linkedin.com/company/andreessen-horowitz/>
 - <https://www.linkedin.com/company/the-founders-fund/>
 - <https://www.linkedin.com/company/khosla-ventures/>

- <https://www.linkedin.com/company/kleiner-perkins/>
- <https://www.linkedin.com/company/accel-vc/>
- <https://www.linkedin.com/company/benchmark-vc/>
- <https://www.linkedin.com/company/new-enterprise-associates/>
- <https://www.linkedin.com/company/greylock-partners/>
- <https://www.linkedin.com/company/lightspeed-venture-partners/>
- <https://www.linkedin.com/company/index-ventures/>
- <https://www.linkedin.com/company/bessemer-venture-partners/>
- <https://www.linkedin.com/company/ggv-capital/>
- <https://www.linkedin.com/company/ivpvc/>

• Read more about research in rankings of VC funds:

- <https://www.cbinsights.com/research/top-venture-capital-partners/>

• Connect with startup founders in the field that interests you via LinkedIn.

- Ask for 15 min calls or meetings.

• Find a successful founder from your industry.

• Network with people

- If you are working on a startup related to traveling and hospitality then contact Professor Stuart Evans.
- If you need help or guidance related to funding and VC's connect with Professors Lake Dai, Matt Kirmayer.
- If you need help or guidance related to company incorporation, equity split, VC term sheets then connect with Professors Matt Kirmayer.
- Join CMU TEBA slack channel <https://cmuteba.slack.com>

ACCELERATORS, INCUBATORS, FELLOWSHIPS:

• EC Incubator by CMU SV Entrepreneurship Club

- Fall and Spring
- <https://www.linkedin.com/company/cmusveclub>

• Venture Bridge program

- Fall mentorship program
- Summer batch
- <https://www.cmu.edu/swartz-center-for-entrepreneurship/education-and-resources/venturebridge/index.html>

• Y Combinator

- Size of its investments is up to \$150,000 for 7% equity for startups
- Winter batch - 3 months program
 - Period: from January through March
 - Deadline: September 25
- Summer batch - 3 months program
 - Period: from June through August
- Fall hackathon (check the YC blog for announcements or subscribe for YC news)
 - Period: October - November
- Application:
 - <https://www.ycombinator.com/apply/>
- Videos:
 - <https://www.youtube.com/ycombinator>

• 500 startups

- <https://500.co/seed-program/>

• Plug and Play Tech Center accelerator, mentorship programs

- <https://www.plugandplaytechcenter.com/>

• A CMU alum who is starting a business also advised that “Another interesting way of getting your feet wet into the world of starting a business is to start on ‘the other side’ by applying for VC fellowships. This can help you get skills around how to navigate the company building process, get a high level view across markets and build a network before starting a business.”

Venture Funds:

• CMU Alumni Fund

- <https://www.avgfunds.com/>



Participate in hackathons. There are a lot of hackathons happening in Bay Area that you can find out from:

- <https://devpost.com/>
- <https://www.hackathon.com/>
- <https://www.eventbrite.com/>
- <https://www.linkedin.com/>

Hackathons is a good place to practice your coding skills, problem-solving, presentation skills, team building and collaborative work. Many hackathons have cash or some other valuable prizes for the winners that can motivate you or even be used as the pre-seed money for your startup project. Also, during hackathons you can meet new people, networking and find new teammates or inspiring talks.

Visit conferences, forums, summits, meetups, tech talks.

All of these events help you to stay in touch with your field of interest. You can find such events on:

- <https://www.eventbrite.com/>
- <https://www.linkedin.com/>
- <https://www.meetup.com/>
- Subscribe for the newsletters of the companies that interests you
- Search for the big annual conferences in the internet
 - CES, etc.

Next steps from this point:

- Find the ideas that interest you.
- Focus on solving customer's pain points.
- Form a team.
- Build a demo (MVP).
- Create a pitch deck.
- Start pitching to friends, friends of friends.
- Network with people.
- Make adjustments to your pitch and demo.
- Pitch, pitch, pitch more.
- Find investors.
- Incorporate.
- Continue to grow.

