



**VCU**

**Virginia Commonwealth University  
VCU Scholars Compass**

---

Great VCU Bike Race Book Faculty Reflections

Great VCU Bike Race Book

---

2016

## UCI and Entrepreneurship

Jay Markiewicz

*Virginia Commonwealth University*, [jtmarkiewicz@vcu.edu](mailto:jtmarkiewicz@vcu.edu)



Follow this and additional works at: [http://scholarscompass.vcu.edu/bike\\_faculty](http://scholarscompass.vcu.edu/bike_faculty)

 Part of the [Higher Education Commons](#)

© The Author

---

Downloaded from

[http://scholarscompass.vcu.edu/bike\\_faculty/4](http://scholarscompass.vcu.edu/bike_faculty/4)

This Article is brought to you for free and open access by the Great VCU Bike Race Book at VCU Scholars Compass. It has been accepted for inclusion in Great VCU Bike Race Book Faculty Reflections by an authorized administrator of VCU Scholars Compass. For more information, please contact [libcompass@vcu.edu](mailto:libcompass@vcu.edu).

# UCI and Entrepreneurship

## REFLECTION ON COURSE

VCU students are impressive and they certainly showcased this during the cycling championships as entrepreneurs. As the instructor, my personal take-a-way was this: "How do we engage VCU students early on in Richmond events so that Richmond is able to better capitalize on the opportunity?" Because the student ideas were impressive, and spot on.

The process students followed in this course was simple, though not easy. Students:

1. Were creative. They observed the race, the people, and local ecosystem in order to identify business opportunities.
2. Applied critical thinking. From their observations they thought through questions like: "What opportunities are presented from this unique event?" "What do people need/want that they aren't getting?"
3. Created a Value Proposition. A value proposition is a framework for messaging the opportunity at hand. It is constructed in the following manner: Customer, their Unmet need, the Solution, and Benefit to customer. (CUSB)
4. Interviewed potential customers. Students interviewed potential customers identified in the value proposition in order to better understand the customer's unmet need.
5. Honed their value proposition. After interviewing many potential customers, the students honed their value proposition.
6. Pitched in a YouTube video. The final deliverable of the class was for students to pitch their value proposition in a YouTube video.

The result of their work follows, nicely illustrating for you why VCU students rock.

The winning pitch: