EIP Week-2
(23 + 25 January 2024):
Introduction to Business Plans & Forming Effective Teams & Reverse Engineering Mobile Phone & Introduction to Public Speaking & Introduction to ArcGIS Geospatial Analysis
### Main Topics, Required Readings, & Lecture Themes for the Week

**1. Disciplined Entrepreneurship, Pages 23-48**
- Market Segmentation
- Understanding Target Customers
- Brainstorming Market Segmentation
- Potential Customers & Conducting Primary Market Research
- Selecting a Beachhead Market

**2. Development As Freedom, Page 35-86**
- The Ends and The Means of Development
- Instrumental Roles of Freedom
- Democracy and Political Incentives
- Freedom and The Foundations of Justice
- Well-being, Income, Resources and Freedom

**3. Soul of a New Machine, Pages 66-102**
- Nurturing Geniuses in Teams (Chapter 4)
- Tales of a Midnight Programmer (Chapter 5)

(Reflect on Findings as a Team/Class on Tuesdays the Following Week during Weekly Discussions)

### In-Class Student and Course Organiser Tasks for Theme of the Week

**Ndali Liita EIP Lesson 2: Introduction to Business Plans & Applying Value Proposition & Forming Effective Teams**

**Effective TeamWork Guest Speaker**
Andrei Croitor: [https://www.linkedin.com/in/andreicroitor/](https://www.linkedin.com/in/andreicroitor/)

**SENTIMENT Value Tracking Guest Speakers**
Rayhan Beebeejaun: [https://www.linkedin.com/in/rayhan-Beebeejaun/](https://www.linkedin.com/in/rayhan-Beebeejaun/)
Piotr Kram: [https://www.linkedin.com/in/piotr-kram/](https://www.linkedin.com/in/piotr-kram/)
Jason George: [https://www.linkedin.com/in/georgejm00](https://www.linkedin.com/in/georgejm00)

**ArcGIS Guest Speakers**
University of Edinburgh Information Services: [https://edina.ac.uk/](https://edina.ac.uk/)

**Key Student Class Tasks for Week 2:**
- Highlight Potentials for Individual Contributions to Team
- Unpacking the Objectives of Public Speaking Confidence
- Review of Disciplined Entrepreneurship Website: [https://www.d-ship.com/](https://www.d-ship.com/)
- Compare Contrast Disciplined Entrepreneurship with Business Model Navigator: [https://businessmodelnavigator.com/explore](https://businessmodelnavigator.com/explore)

**Hardware and Software Labs for Week-1:**
- Tuesday Lab: Introduction to Microsoft TEAMS & WordPress Continued
- Thursday Lab 1: Introduction to ArcGIS
- Thursday Lab 2: Smartphone Dissection - Raspberry Pi Introduction – Grove Ecosystem – Touchscreens -Switches and LED’s lab