Week 4
(06 + 08 Feb):
More Financial Projections with Altman Z-Score & Building Software for Hardware Prototypes & Soul of New Machine
(Understanding Macro Financial Implications for Entrepreneurship)
# EIP Week 4: Teaching Objectives & Learning Outcomes: Financial Projections & Software/Hardware Rapid Prototypes

## Main Topics, Required Readings, & Lecture Themes for the Week

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<th>Topic</th>
<th>Readings</th>
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<td><strong>1. Disciplined Entrepreneurship, Pages 69-90</strong></td>
<td>- Profile a Persona for the Beachhead Market&lt;br&gt;- Understanding the Full Life Cycle Use Case</td>
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<td><strong>2. Development As Freedom, Page 146-188</strong></td>
<td>- Economic Needs and Political Freedoms&lt;br&gt;- Constructive Role of Political Freedom&lt;br&gt;- The Practice of Democracy&lt;br&gt;- Famines and Other Crises&lt;br&gt;- Protective Role of Democracy</td>
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<td><strong>3. Soul of a New Machine, Pages 140-163</strong></td>
<td>- Be Wary of Your Competitors (Chapter 8)&lt;br&gt;- Workshop Your Business Ideas (Chapter 9)</td>
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<td><strong>4. Edward Altman Z-Score</strong></td>
<td>- Applications of distress prediction models: What have we learned after 50 years from the Z-Score models?, by Edward I. Altman, 2018.</td>
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(Reflect on Findings as a Team/Class on Tuesdays during Weekly Discussions)

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

**Ndali Liita EIP Lesson 4: Understanding Direct Cost of Sales & Altman Z-Score for Calculating Bankruptcy (and application of Z-Score in a wide range of contexts) & Understanding Macro Financial Implications for Entrepreneurship**

**Soul of A New Machine and History of Computing Commercialisation:**
**Guest Speaker, Richard Marshall, [https://www.linkedin.com/in/rmmarshall/](https://www.linkedin.com/in/rmmarshall/)**

**Key Student Class Tasks for Week-4:**
- Students will practice active prototyping of Products: Conceptual Designs for TinkerCAD
- Students will work on their Business Plan Website in-class
- Students will define a preliminary Minimum Viable Product
- Students will engage in an exercise to start thinking about materials for their products.
- Students will start to build a persona or the Beachhead Market
- Student will apply market research principles to understand their potential competitors.

**Hardware and Software Labs for Week-3:**
- Tuesday Lab: Guest speaker on History of Software and Hardware Enterprises.
- Thursday Lab 1: Altman Z-Score Data Analysis for Financial Statements.
- Thursday Lab 2: Hardware from "The Soul of A New Machine"; and Pi Picos with rotary angle sensors and buzzers.

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[Image of University of Edinburgh Informatics logo]