



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

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

1. Disciplined Entrepreneurship, Pages 69-90
 - Profile a Persona for the Beachhead Market
 - Understanding the Full Life Cycle Use Case
2. Development As Freedom, Page 146-188
 - Economic Needs and Political Freedoms
 - Constructive Role of Political Freedom
 - The Practice of Democracy
 - Famines and Other Crises
 - Protective Role of Democracy
3. Soul of a New Machine, Pages 140-163
 - Be Wary of Your Competitors (Chapter 8)
 - Workshop Your Business Ideas (Chapter 9)
4. Edward Altman Z-Score
 - [Applications of distress prediction models: What have we learned after 50 years from the Z-Score models?](#), by Edward I. Altman, 2018.
5. Business Case Study of the Week: Apple Computers as a Financial Corporation
 - [Balance sheet analysis: Apple, a Video by Michael McDonald, 2020.](#)
 - [Business classics: the role of design in business success of Apple Computer, by Walsh Sanderson, S. and Yi-Nung Peng, 2001.](#)
 - [Financial decision-making in a high-growth company: The case of Apple incorporated, by J. Nicolás Marín Ximénez and Luis J. Sanz, 2014.](#)

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/>**

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.

