



*Week-7 (05th + 07th March):
High-level product
specifications continued &
More thinking about Value
propositions for Market
Segments & Understand Key
Terms for Raising Investment
& More Geospatial Data*

EIP Week-7: Teaching Objectives & Learning Outcomes: Product Specifications, Value Propositions & Investment Terms

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 139-172
 - Determine the Customer's Decision Making Unit (DMU)
 - Map the Process to Acquire a Paying Customer
 - Calculate Future Addressable Markets
 - Design a Business Model
2. Development As Freedom, Page 282-298
 - Individual Freedom as a Social Commitment
 - Freedom and Responsibility
 - Human Capital and Human Capability
3. [Review: Common Sense, Science, and Scepticism: A Historical Introduction to the Theory of Knowledge. Alan Musgrave by Jesseph, Douglas M., 1995](#)
4. NINTENDO as A Business Case Study
 - Translated by Content Engine LLC. "Problems in Obtaining Semiconductors and Parts Continue to Complicate Nintendo's Business." CE Noticias Financieras, English ed., Feb. 2023, <https://search.proquest.com/docview/2774925842?pq-origsite=primo>
 - Translated by Content Engine LLC. "The 40 Years of the Family: The Console That Changed Nintendo's Business and Suffered a Wave of 'Clones.'" CE Noticias Financieras, English ed., July 2023, <https://search.proquest.com/docview/2838998159?pq-origsite=primo>.

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

Ndali Liita EIP Lesson 7: High-level product specifications & Value propositions; *Raising Investment with Appeal to Intellectual Property and Market Value Proposition*; *Investment Definitions*.

Student Teams Need to Submit an Annotated Draft of their Business Plan (Wire-Frame) by End of Week-7.

Key Student In-Class Tasks for Week-7:

- Students work on Analyzing and then drafting their own ideal Term Sheet/Investment Agreement
- Students work together to Create a Team Covenant
- Students Review the Disciplined Entrepreneurship Website/Structure and Refine their Value Proposition, in reference to Teachings up to Week-7.
- Students will track down the market and financial data they need to build a financial model for their business narrative.

Hardware and Software Labs for Week-7:

- Tuesday Lab: Financial Statements Test Preparations; & Protecting Intellectual Property for Innovations.
- Thursday Lab 1: More Geospatial Analysis
- Thursday Lab 2: Cameras and Facial Recognition for Mobile Devices

