

Entrepreneurship and Innovation Project 2024/25 – Course Schedule

On **Tuesdays (1:10pm to 4pm)**, the class will meet in [Appleton Tower Teaching Studio M2](#) (marked AT M2 in the table below). On **Thursdays (10am-1pm)**, the location depends on the week:

- [Lister Centre Teaching Studio 1.16](#) in weeks 1, 3, 6, 7, 9, 11 (marked LT 1.16 below)
- [Lister Centre Teaching Studio 2.14](#) in week 4 (marked LT 2.14 below)
- [Edinburgh Futures Institute 1.52](#) in weeks 5 and 10 (marked EF 1.52 below)
- [McEwan Hall Foyer Room 1-2](#) in weeks 2 and 8 (marked ME 1-2 below)

Week 1		
Tuesday 14th January (AT M2)	Introduction Product Ideation	
Thursday 16th January (LT 1.16)	Guest lecture: Makerspace Product Ideation (continued)	
Week 2		
Monday 20th January		Blog Entry 1 due
Tuesday 21st January (AT M2)	Market Segmentation Selecting a Beachhead Market Building an End User Profile	<i>Reflective Essay Assignment Issued Draft Business Plan Assignment Issued</i>
Thursday 23rd January (ME1-2)	Calculating the TAM Size for the Beachhead Market Profiling the Persona for the Beachhead Market <u>AI Accelerator Pitching Event at the Bayes Centre</u>	
Friday 24th January		<i>Blog Entry 1 Feedback Issued</i>
Week 3		
Monday 27th January		Blog Entry 2 due
Tuesday 28th January (AT M2)	Financial Literacy Basics	<i>Practice Financial Statements Test Issued</i>
Thursday 30th January (LT 1.16)	Developing the Full Life Cycle Use Case High-Level Product Specification Quantifying the Value Proposition Identifying Your Next 10 Customers	
Friday 31st January		<i>Blog Entry 2 Feedback Issued</i>
Week 4		
Monday 3rd February		Blog Entry 3 due
Tuesday 4th February (AT M2)	Product Development	
Thursday 6th February (LT 2.14)	<u>Entrepreneur Guest Lecture</u> Product Development (continued)	
Friday 7th February		<i>Blog Entry 3 Feedback</i>
Week 5		
Monday 10th February		Blog Entry 4 due
Tuesday 11th February (AT M2)	Product Development (continued)	<i>Practice Financial Statements Test due</i>
Thursday 13th February (EF 1.52)	Product Development (continued)	

Friday 14th February		<i>Blog Entry 4 Feedback Issued</i>
Week 6		
Monday 24th February		Blog Entry 5 due Practice Financial Statements Test Feedback Issued
Tuesday 25th February (AT M2)	Defining the Core Charting the Competitive Position Determining the Customer's DMU Mapping the Process to Customer Acquisition Calculating the TAM for Follow-On Markers	<i>Financial Statements Test Issued</i>
Thursday 27th February (LT 1.16)	<u>Guest Lecture: Intellectual Property</u>	Financial Statements Test due
Friday 28th February		<i>Blog Entry 5 Feedback Issued</i>
Week 7		
Monday 3rd March		Blog Entry 6 due
Tuesday 4th March (AT M2)	Designing a Business model Setting the Pricing Framework Calculating the LTV of Acquired Customers Designing a Scalable Revenue Engine Calculating the Cost of Customer Acquisition	
Thursday 6th March (LT 1.16)	Designing the Business Plan Website <u>Guest Lecture: Pitching Skills</u>	
Friday 7th March		<i>Blog Entry 6 Feedback Issued</i>
Week 8		
Monday 10th March		Blog Entry 7 due
Tuesday 11th March (AT M2)	Identifying and Testing Key Assumptions	
Thursday 13th March (ME 1-2)	Defining the Minimum Viable Business Product Showing That the "Dogs Will Eat the Dog Food" Developing a Product Plan	<i>Draft Business Plan Website due Financial Statements Test Feedback issued</i>
Friday 14th March		<i>Blog Entry 7 Feedback issued</i>
Week 9		
Tuesday 18th March (AT M2)	Developing Demonstrator, Website, and Pitch	
Thursday 20th March (LT 1.16)	Developing Demonstrator, Website, and Pitch (continued)	Reflective Essay Submission due <i>Draft Business Plan Feedback Issued</i>
Week 10		
Tuesday 25th March (AT M2)	Completing Demonstrator, Website, and Pitch	Business Plan Assignment Issued
Thursday 27th March (EF 1.52)	<u>Guest Lecture: Fundraising</u> Completing Demonstrator, Website, and Pitch (continued)	
Week 11		
Tuesday 1st April (AT M2)	Pitching Session with Mock Investor Panel	Business Plan Submission due
Thursday 3rd April (LT 1.16)	Feedback session and end of course celebration	Business Plan and Reflective Essay Feedback Issued