**Week 1: Lecture 3**

**Topic:** Feasibility Analysis

**Assigned Reading:** Chapter 3

**Course Time Schedule:**

* Overview of Course
* Venture Capital and Angel Investors
* Music Industry
* Go over there ideas
  + Waze
  + Instacart
  + Sharks Tank
* Ideation ICA
* Break
* Lecture

**Goals for Group Project:**

* Come up with and turn in 3 ideas, ranked in order of first to last preference

**Lecture Goals**

* Cover slides from book in first part of lecture
* Do a peer group feasibility analysis
* Final part of lecture will be interactive and cover either lecture or individual group work