**Week 1: Lecture 4**

**Topic:** Feasibility Analysis

**Assigned Reading:** Chapter 3

**Course Time Schedule:**

* Presentations
* Grades
* Payments online
  + Paypal
  + Stripe
  + Square
* Sites
  + Squarespace
  + Shopify
* Dragons Den
  + Duncan
* Sony
* Financials
* Groups finalize idea

**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