**Week 1: Lecture 4**

**Topic:** Feasibility Analysis

**Assigned Reading:** Chapter 3

**Course Time Schedule:**

* Business starting talk- make a profit no book just straight about
* Payment mechanisms
* Financials
* Lecture
* Group Activity

**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