**Week 2: Lecture 5**

**Topic:** Financials

**Assigned Reading:** Chapter 8

**Course Time Schedule:**

* Reminders
  + Group Formation Reminder (Will finish at end of class)
  + Outline (TOC) of business plan due on Thursday
    - Printed with all group member names and group idea
  + Need real data on feasibility analysis
  + Midterm Thursday
* Vesting Capital
* Sony Hack
* Lecture Part 1- Up to financial statements
* Case Study
* Lecture part 2- Forecasting
* Regression Example
* In class activity
* Video
  + Sharks or Dragons Den
  + Paul graham or Drew Houston
* Project
  + Startup costs needed
  + Fixed and Variable Costs
  + Sales Forecasts
  + Break Even Analysis
  + Projected Profit and Loss
  + Projected Cash Flow
  + Profit Margins (and Industry Averages)
* Groups
  + Turn in Group Members
  + Finalize Group Idea

**Dragons Den**

New Product Development:

* <https://www.youtube.com/watch?v=CzveW93jTr8>
* Time- 3:00

New Product Development:

Financials

* https://www.youtube.com/watch?v=hQGdhg272nw
* Time- 3:00