

The Digital Marketplace ARCH11006

Course Description

Semester 2, 20 credits. Course organiser: John Lee. Optional

Synopsis

In this course students will conduct a case-study, evaluating against commercial criteria a commercially-oriented web site chosen in consultation with teaching staff. The study centres on what is required for the development and commercial exploitation of a system and how this relates to its design. The study then moves to the development of a business plan and presentation, informed by the evaluation exercise, to commercialise a digital design idea which will preferably be one developed by the student (e.g. the prototype site developed in P00177), otherwise one chosen in consultation with teaching staff. This is set against the general context of business practice: entrepreneurialism, intellectual property, company creation, raising of funding, market assessment, product development, marketing, etc.; as well as relevant aspects of the contemporary cultural and philosophical study of such practices. The course will be based on study of online resources, guest speakers, with discussion in lecture/seminars, and will be relatively self-directed. The highlight of the course will be a presentation to a panel of experts who will provide feedback on the business plan and presentation.

This course is developed and presented by the Edinburgh-Stanford Link group within the School of Informatics, with support from Scottish Enterprise. Visiting speakers will play a prominent role. See [the course schedule page](#) for further details, which may augment or supersede those given here.

Learning Outcomes

- Appraisal of the main issues involved in setting up a commerce system.
- A commercial evaluation of a web-site and associated business.
- Ability to evaluate a design in a practice and commercial context.
- Understanding of the issues of digital design in a business context.
- Understanding of the general issues involved in setting up an enterprise, including the acquisition of resources.
- Ability to formulate and evaluate a professional business plan.
- Ability to present an innovative venture and persuade an audience of its viability.

Assessment

1. A commercial evaluation study of an existing system (50%).
2. Business plan, slide presentation and one-page executive summary (50%).

Criteria for Assessment

- Informed use of commercial evaluation criteria.
- Demonstrated understanding of business contexts and methods.
- Consideration of the bearing of design issues on business outcomes.
- Quality, professionalism and presentation of the business plan.

Project Brief

1. Commercial evaluation study. This task is to examine the business context of the system in question. You will need to look at user needs, requirements, aspirations and expectations for the design of the system; the marketability of any products involved; the general business environment into which the system will be commercialized; the feasibility and viability of the financial framework; likely availability of venture capital; other possible sources of funding; etc. This study examines the background against which a specific business plan will be developed. Written work (approx. 2000-word submissions) will be assessed on the basis of the thoroughness of the analysis, the insights gained, the professionalism of the conduct of any interviews/surveys and the write up. (50%)
2. Business plan, executive summary and slide presentation. Work such as creating the prototype in course P00177 will have done no more than introduce the complexities involved in developing a fully functional interactive system. Clearly such development can be a major team exercise, involving programmers, software engineers, graphic designers, and marketing experts. You are however well placed to articulate what would be required to take such a prototype to the next stage, as a robust online system. Using any insights gained from the previous tasks, and following the numerous business plan guides available on the web and elsewhere, construct a business plan for the further development of your chosen system. The purpose of the business plan may be to raise venture capital for a new company that will begin life with the design and development of the proposed system, or in some other relevant way, such as bootstrapping, to pursue the commercialisation of the system, taking into account the issues raised in the evaluation study. The work will be assessed on the basis of the professionalism, coherence, authenticity and persuasiveness of the documentation. (50%)

Bibliography

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- Charles C. and Brown K. 1996. Multimedia Marketing for Design Firms, Wiley, New York
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- Dorf, Richard C. and Thomas H Byers (2005). Technology Ventures: From Idea to Enterprise. McGraw-Hill Higher Education
- Ferguson, C. (1999) High Stakes, No Prisoners : A Winner's Tale of Greed and Glory in the Internet Wars. Times Books.
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- Mitchell, Mayiam. J. 1999. E-topia, Cambridge, Massachusetts: MIT Press.
- Moore, Geoffrey (2002). Crossing the Chasm. Harper Business.
- Mullins, J. (2003) The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan. FT Prentice Hall.
- Nesheim, J. (2000). High Tech Start Up, Revised and Updated: The Complete Handbook For Creating Successful New High Tech Companies. Free Press.
- Sanders K. 1996. Digital Architect: A Common-Sense Guide to Using Computer Technology in Design Practice, Wiley, New York.
- Sproull, L. and Kiesler, S. 1991. Connections: New Ways of Working in the Networked Organization, Cambridge, Mass: MIT Press.
- Sterne J. 1995. World Wide Web Marketing: Integrating the Internet into your Marketing Strategy, Wiley, New York.
- Sutton, R (2001). Weird Ideas that Work. Free Press.
- Timmons, J. (2003). New Venture Creation - Entrepreneurship for the 21st Century. McGraw-Hill/Irwin.
- Other references and resources can be found on the website at [Posted in The Digital Marketplace ARCH11006](#) | [No Comments »](#)

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The Digital Marketplace: course schedule

Session	Date	Topic	Venue	Assignments Due
1	Tuesday 19 January 2010 16.00-18.00	Introduction to the Digital Marketplace and Entrepreneurial Ventures Lecturer: Michael Clouser	Alison House Common Room	
2	Tuesday 26 January 2010 16.00-18.00	The Internet and Electronic Marketplaces Lecturer: Michael Clouser	Alison House Common Room	
3	Tuesday 02 February 2010 16.00-18.00	Intellectual Property for the Digital Marketplace Entrepreneur	Alison House Common Room	

Guest Lecturer: Kathy
Ku, Director, OTL,
Stanford University

4	Tuesday 09 February 2010	Presentation and Pitching	Alison House Common Room
	14.00-18.00*	Guest Lecturer: Bill Joos,	
	*special session – 4 hour workshop	“The Pitch Doctor”	
		GotoMarket Consulting	
5	Tuesday 16 February 2010	Human Resource Strategy:	Alison House Common Room
	16.00-18.00	Lecturer: Michael Clouser	
6	Tuesday 23 February 2010	Business Modeling.	Alison House Common Room
	16.00-18.00	Guest Lecturer: Dr. John Mullins, London Business School	
7	Tuesday 02 March 2010	Marketing Strategy	Alison House Common Room
	16.00-18.00	Lecturer: Michael Clouser	
8	Tuesday 09 March 2010	Selling	Alison House Common Room
	16.00-18.00	Lecturer: Michael Clouser	
9	Tuesday 16 March 2010	Design and Product Development	Alison House Common Room
	16.00-18.00	Lecturer: Michael Clouser	
10	Tuesday 23 March 2010	Bootstrapping the Venture: Financing the Venture	Alison House Common Room
	16.00-18.00	Trevor Loy, Founder, Flywheel Ventures	

Deliverable 2 Friday, 5 March

For 20 point
version of DM
only 2010
Before 16.00

Evaluation of a
System: Due by 16.00
to
Alison House
Graduate Office

Deliverable Monday 19 April 2010

For both 10 and
20 point versions
of DM Before 16.00

Business Plan,
Presentation, and
Executive Summary:
Due by 16:00 to
Alison House
Graduate Office

Pitching Day

TBD – May or June
2010

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Tutorial: A two hour tutorial is required attendance, and will cover two areas: Writing a business plan + Drafting a presentation. The date, time and location of this Tutorial is TBD.

* Office hours are every Monday between 6:00 pm and 8:00 pm in room 8.11, Appleton Tower. The first session will be Monday, January 25th, 2009, and the last will be Monday, March 22nd, 2009.

Events:

- The Entrepreneurship Club at the University of Edinburgh has a full schedule of Events commencing in January of 2010. See the event schedule [here](#).
- Informatics Ventures has events on as well. You can see the event list [here](#).
- [Launch.ed.ac.uk](#) serves students at the University of Edinburgh. You can find the event list [here](#).

The Digital Marketplace

Spring 2010

SHORT DESCRIPTION

In this course students will conduct a case-study, evaluating against commercial criteria a commercially-oriented web site chosen in consultation with teaching staff. The study centres on what is required for the development and commercial exploitation of a system and how this relates to its design. The study then moves to the development of a business plan and presentation, informed by the evaluation exercise, to commercialise a digital design idea which will preferably be one developed by the student (e.g. the prototype site developed in P00177), otherwise one chosen in consultation with teaching staff. This is set against the general context of business practice: entrepreneurialism, intellectual property, company creation, raising of funding, market assessment, product development, marketing, etc.; as well as relevant aspects of the contemporary cultural and philosophical study of such practices. The course will be based on study of online resources, guest speakers, with discussion in lecture/seminars, and will be relatively self-directed.

“The highlight of the course will be a presentation to a panel of experts who will provide feedback on the business plan and presentation.”

This course is developed and presented by the School of Informatics, with support from Scottish Enterprise and the European Union. Visiting speakers will play a prominent role.

SUMMARY OF OUTCOMES

At the end of this course students will be able to:

- * Evaluate business opportunities and challenges in growing ICT markets
- * Conduct background research in order to identify emerging opportunities
- * Identify and analyze competition using Porter's five forces model
- * Formulate strategies for starting and growing a new venture
- * Analyze complex environments and operations in startup business cases
- * Identify the characteristics of a solid business plan to investors
- * Model financial statements, including five year projections, for a business plan
- * Write a credible formal business plan, executive summary, and slide presentation
- * Evaluate and apply human resource management strategies
- * Describe the marketplace and processes for early stage financing of high risk ventures
- * Understand the use of various mechanisms of finance: equity, debt, leasing, bootstrapping, grants
- * Understand the benefits of programmes offered through organizations such as the University of Edinburgh, Scottish Enterprise, other local institutions that assist startup entrepreneurs and SMEs

DELIVERABLES

Evaluation of a System (50%): Due to 'Alison House' Office by 16.00 on Friday, 5 March, 2010 (Students opting to take the 20 credit version of the course only must submit by this date).

50%
style="mso-spacerun: yes"> of mark for 20 credit version

Business Plan, Presentation & Pitch: Due to 'Alison House' Office by 16.00 on Monday, 19 April, 2010, (Students opting to take both the 10 and 20 credit versions of the course must submit by this date).

Business
Plan: Maximum of 30 pages

Executive
Summary: Maximum of 1 page

Slide
Presentation: 10 – 15 pages

50% of mark for 20 credit version

100% of mark for 10 credit version

TUTORIAL

A two hour tutorial is required attendance, and will cover two areas:

- 1) Writing-up your business plan
- 2) Drafting a presentation

CONTACT

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Lecturer

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The Digital Marketplace (10) ARCH11036

Semester 2, 10 credits. Course organiser: John Lee. Optional. This course is a 10-point version of P00178 The Digital Marketplace

Synopsis

In this course students will study what is required for the development and commercial exploitation of a web-based system and how this relates to its design. They then move to the development of a business plan and presentation to commercialise a digital design idea which will preferably be one developed by the student (e.g. the prototype site developed in P00177), otherwise one chosen in consultation with teaching staff. This is set against the general context of business practice: entrepreneurialism, intellectual property, company creation, raising of funding, market assessment, product development, marketing, etc.; as well as relevant aspects of the contemporary cultural and philosophical study of such practices. The course will be based on study of online resources, guest speakers, with discussion in lecture/seminars, and will be relatively self-directed. The highlight of the course will be a presentation to a panel of experts who will provide feedback on the business plan and presentation.

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Learning Outcomes

- Appraisal of the main issues involved in setting up a commerce system.
- Ability to evaluate informally a design in a practice and commercial context.
- Understanding of the issues of digital design in a business context.
- Understanding of the general issues involved in setting up an enterprise, including the acquisition of resources.
- Ability to formulate and evaluate a professional business plan.
- Ability to present an innovative venture and persuade an audience of its viability.

Assessment

1. Business plan, slide presentation and one-page executive summary (100%).

Criteria for Assessment

- Demonstrated understanding of business contexts and methods.
- Consideration of the bearing of design issues on business outcomes.
- Quality, professionalism and presentation of the business plan.

For further details see description of P00178 The Digital Marketplace, including [the course schedule](#).