Review Questions for Swanson and Baird
Chapters 9 and 10

1. What is the general message of Figure 9.1 (I don't think that this tradeoff is as simple as suggested here, but this is a start).

2. Figure 9.2 is obsolescent - but there still is a message on the story of how that all worked out. It is a message of carnage and ruin, and success for someone. Who was the carnage and ruin, who triumphed?

3. Summarize the 3 important lessons on page 122.

4. One often reads that a real entrepreneur develops disruptive technology - but the book doesn't agree entirely. What is the problem with the revolutionary or disruptive technology?

5. Discuss how a functional specification is supposed to work. (I've never seen one of these so I am not sure if this is all that useful).

Because we begin product pitches on Wednesday, we are not going to discuss chapter 10 - instead I will make a few comments about this chapter, summarized in the notes below:

**Chapter 10** – Most of this (on business plans) will be covered in later lecture. We won’t worry too much about the multiple formats and complications discussed in this book. Below are merely some tips that I may not otherwise get to:

- Shorter is probably better the first time around?
- Get and Exec Summary out right away, it may be all that you need.
- The “Business Plan Checklist” should be important to you if you actually start a business ... it is very comprehensive.
- You wouldn’t know the financials ... I am going to show you abbreviated versions for your long-term assignment.
- Detailed proformas are not necessary, no one believes them,
- I do like the CrossPoint Sidebar10.5.