



PROJECT FEASIBILITY ANALYSIS

ID: **ENST11932**

CRÉDIT HOURS: **40 HOURS**

PROFESSOR: **ALEXANDRE NABIL GHOBRI**L

General Objective

To enable students to demonstrate the economic and financial viability of the opportunity with a focus on creating value for customers, shareholders, partners and project financiers.

Specific Objectives

- Enable the student to carry out the analysis of the feasibility of expansion, modernization or new business creation projects, creating value for current and potential customers and meeting the need for economic and financial return for the company.
- Enable students to identify financing alternatives to make their business development projects viable, as well as dimension potential returns and mitigate risks.

Course Focus and Approach

The focus of the course is centered on the virtuous cycle of any business, which is the need for the company to generate value for the customer, but to guarantee the remuneration of shareholders, investors, financiers, suppliers, employees, in order for the company to obtain a competitive advantage in relation to competitors.

The main approach is the application of methods and techniques aimed at analyzing the feasibility of projects, whether in an existing corporation or in a startup, with an innovative and differentiated value proposal.

Program Content

- Debate on business development opportunities in Brazil in the coming years / Identification of opportunities. Active and passive search. Pattern identification.
- Fundamentals for proposing and evaluating investment projects
- Project Analysis for attracting investment: cases of startups
- Elaboration of the Project: business model, pricing and monetization strategies, financing sources, economic and financial viability indicators, value capture by the company.
- Development cycles, capital requirements and sources of financing



- Qualitative and quantitative Sectoral Perspectives.
- risk analysis (Monte Carlo)
- Exit and Valuation Strategies

Teaching-Learning Strategy

The teaching and learning process comprises the following basic procedures: previous readings, group discussions, practical work and presentation of experiences with methods and techniques for solving problems and taking advantage of opportunities.

Groups of students are created with the aim of enabling greater productivity in discussions and tasks, through the mutual exchange of learning.

Classes take place presential. In the classroom, the concepts and methodological approaches are discussed aiming at deepening financial knowledge for the evaluation of investments and financing, as well as examples and cases of investment in startups and corporations. Complementary, there is accomplishment of practical tasks that the students carry out in groups.

The final product of the course is a written document, in the form of a succinct and structured project for the analysis of the feasibility of a project, as well as presentation of the pitch in the model of a presentation to potential investors.

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Bibliography

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