

#### PROS HORSES(which we have to stress):

- longer life (15 years of use period)
- cheaper
- more versatile (can go everywhere)
- can't go sick easily
- can be used for other purpose (example plow)
- in 1883 the cars transport at most 2 people while with 1 horse with a carriage at least 4 people
- secure investment (the investor can get the monopoly of all the horses)
- human friendly
- Used in many situations, like carrying to a non reachable places to cars - such as mountains.
- Peripheral business

#### CONS HORSES(which we have to defend):

- horses always need to feed
  - Defense: and what about the cars? The car need fuel! Moreover if we are in a mountain and the horse need to feed, it just need to eat some grass while the car can't (especially in 1883)
- takes 3/4 years to be ready
  - Defense: i don't have a defense
- investing in horses does not have a big margin of profit
  - Not so true, for example other investment with horses: carriages, horse equipment
- The company after selling a horse, the owner can make it procreate, so after the first horse the company will not sell more to that person
  - there is no competition for horses, only we have the fastest horses -> while after the first cars company, there may be others

#### PROS CARS(we should find something against):

- refueling speed -> but less possibility
- if not used the cars don't spend fuel
- cars can be improved -> but what about the horses? maybe the horses as well in the year 2000

#### CONS CARS(which we have to stress):

- Prices of cars( more than 15 times than horse)
- could scare the people
- not cars engine perfect (there could be problem)
- we really don't know anything about the cars(how to fix it)
- who can use it? who can drive it?
- difficulty of the car to go into the market of the horses
- it could take years to be available to all the world (the horses instead are everywhere)
- in 1883 the people were not risk taker
- in 1883 there are not all the services for the cars (streets, refueling network, mechanic)

- pollution (in 1883 was not a big problem, but at least some may have considered the problem)
- Rules of driving cars ??
- What about the cost of creating suitable roads for driving?
- Car's cooling system was not strong to cool down the car's engine. So i think we can say, also the car needs rest !
- The cars could damage people and everything
- Need specific place to store the car

#### Kill points

- (cars) we really don't know anything about the cars(how to fix it)
- Prices of cars
- The cars could damage people and everything
- Air pollution [http://www.schooltales.net/hardtimes/coketown\\_xrpt.html](http://www.schooltales.net/hardtimes/coketown_xrpt.html)
- Roads good for horses
- Usability of the car
- Real product vs prototype (13 years for the investor to get something)

#### PRESENTATION

- Introduce the scenario
  1. Investor should find best investment
  2. Use a story to present our company (said that we are the best of the world)
- Why our company is the best
  1. Use some point above
- Said why the cars is not a good investment
  1. Use some point above
- Conclusion
  - Some stress point
  - Future of the company

Additional defense/attack:

Air pollution/ sad industrial city/Coketown

[http://www.schooltales.net/hardtimes/coketown\\_xrpt.html](http://www.schooltales.net/hardtimes/coketown_xrpt.html)

Stink chariot

<https://books.google.it/books?id=XMkKeh9JHncC&pg=PT115&lpg=PT115&dq=stink+chariot+year&source=bl&ots=y8HxcJMhTD&sig=81Fc1ONmOmKUCH6EGaRyJ1eNUlg&hl=fr&sa=X&ved=0ahUKEwi90efy36nXAhWQhRoKHbiyCGYQ6AEIOTAG#v=onepage&q=stink%20chariot%20year&f=false>

In case say new technology and this is powered by steam:

steam car started in 17th century

in england:

Some commercially successful vehicles provided mass transit until a backlash against these large vehicles resulted in the passage of legislation such as the United Kingdom Locomotive Act (1865), which required many self-propelled vehicles on public roads to be preceded by a

man on foot waving a red flag and blowing a horn. This effectively halted road auto development in the UK for most of the rest of the 19th century; inventors and engineers shifted their efforts to improvements in railway locomotives.

In case this is powered by internal combustion  
highly dangerous : fire hazard

In case this is powered by electric/primary cell  
we are fucked

[https://en.wikipedia.org/wiki/History\\_of\\_the\\_automobile](https://en.wikipedia.org/wiki/History_of_the_automobile)

In case: defense as industrialization, part of the future:

children work in factories

lot of accident each year

In 1842 a German visitor noted that he had seen so many people in the streets of [Manchester](#) without arms and legs that it was like "living in the midst of the army just returned from a campaign."

industrialization polarized society into the bourgeoisie (those who own the means of production, the factories and the land) and the much larger proletariat (the working class who actually perform the labor necessary to extract something valuable from the means of production)

During the Industrial Revolution an intellectual and artistic hostility towards (or an emotional retreat from) the new industrialization developed. This was known as the Romantic movement. Its major exponents in English literature included the artist and poet William Blake and poets William Wordsworth, Samuel Taylor Coleridge, John Keats, Lord Byron and Percy Bysshe Shelley. The movement stressed the importance of "nature" in art and language, in contrast to 'monstrous' machines and factories; the "Dark satanic mills" of Blake's poem *And did those feet in ancient time*. Mary Shelley's short story *Frankenstein* reflected concerns that scientific progress might be two-edged.

dark, satanic mills / coketown

<https://victorianchildren.org/victorian-child-labor/>

<http://spartacus-educational.com/IRaccidents.htm>

<http://pseweb.eu/ydepot/semin/texte1112/JAN2012CHI.pdf>

[https://en.wikipedia.org/wiki/Factory\\_Acts#Factory\\_Act\\_1874](https://en.wikipedia.org/wiki/Factory_Acts#Factory_Act_1874)

[http://www.bbc.co.uk/schools/primaryhistory/victorian\\_britain/children\\_in\\_factories/](http://www.bbc.co.uk/schools/primaryhistory/victorian_britain/children_in_factories/)

<https://eh.net/encyclopedia/child-labor-during-the-british-industrial-revolution/>

<https://www.bl.uk/romantics-and-victorians/articles/child-labour>

[https://en.wikipedia.org/wiki/Child\\_labour](https://en.wikipedia.org/wiki/Child_labour)

[http://www.newworldencyclopedia.org/entry/History\\_of\\_the\\_Industrial\\_Revolution#Intellectual\\_paradigms\\_and\\_criticism](http://www.newworldencyclopedia.org/entry/History_of_the_Industrial_Revolution#Intellectual_paradigms_and_criticism)

<http://www.econlib.org/library/Enc/IndustrialRevolutionandtheStandardofLiving.html>

<http://download.portalgaruda.org/article.php?article=116494&val=5319>

<https://fee.org/articles/the-industrial-revolution-working-class-poverty-or-prosperity/>

work from colonies:

find a defense

slavery abolished at the start of nineteenth century

[https://en.wikipedia.org/wiki/Slavery\\_in\\_the\\_British\\_and\\_French\\_Caribbean](https://en.wikipedia.org/wiki/Slavery_in_the_British_and_French_Caribbean)  
[https://dash.harvard.edu/bitstream/handle/1/13070043/Spence\\_gsas.harvard.inactive\\_0084L\\_11797.pdf?sequence=1](https://dash.harvard.edu/bitstream/handle/1/13070043/Spence_gsas.harvard.inactive_0084L_11797.pdf?sequence=1)

macadam road:

Macadam roads were adequate for use by horses and carriages or coaches, but they were very dusty and subject to erosion with heavy rain.

<https://books.google.it/books?id=flvS-nJga8QC&pg=PA78&lpq=PA78&dq=critic+of+macadam+road&source=bl&ots=DzxMtwNNFg&sig=hxiC4m3cAXWKx0A3t60uZVfqv1Q&hl=fr&sa=X&ved=0ahUKEwiY6r6mz6PXAhXCCBoKHVHXAA4Q6AEITjAF#v=onepage&q=critic%20of%20macadam%20road&f=false>  
<https://en.wikipedia.org/wiki/Macadam>

[https://en.wikipedia.org/wiki/History\\_of\\_road\\_transport](https://en.wikipedia.org/wiki/History_of_road_transport)

The main achievement during the Road Board's life was the reconstruction and sealing of many roads with a variety of tar and bituminous surfacings. Prior to 1907 all main roads were either cobbled, wood block paved or metalled with water-bound graded stone (macadam). When relatively fast motor vehicles traversed the latter in dry weather a major dust nuisance resulted. This bothered both motorists and local residents. The poor condition of road 'crusts' was also of concern to the growing number of cyclists.

[http://www.racfoundation.org/assets/rac\\_foundation/content/downloadables/roads%20and%20reality%20-%20bayliss%20-%20highways%20development%20-%20070308%20-%20background%20paper%201.pdf](http://www.racfoundation.org/assets/rac_foundation/content/downloadables/roads%20and%20reality%20-%20bayliss%20-%20highways%20development%20-%20070308%20-%20background%20paper%201.pdf)

industrial revolution

<https://www.history.com/topics/industrial-revolution>

Cost of cars: (9000£ in 1893)

<http://www.explainthatstuff.com/historyofcars.html>

Car not safe: seatbelts were not invented at that time

Seat belts were invented by English engineer George Cayley in the mid-19th century,[4] though Edward J. Claghorn of New York, was granted the first patent (U.S. Patent 312,085, on February 10, 1885 for a safety belt).[5] Claghorn was granted United States Patent #312,085 for a Safety-Belt for tourists, painters, firemen, etc. who are being raised or lowered, described in the patent as "designed to be applied to the person, and provided with hooks and other attachments for securing the person to a fixed object."