Athleta (HBS Case 9-803-045)



*Assigned questions*

1. Asses Athleta’s management team and overall business opportunity?
2. Asses Athleta’s performance to date and its forecast? What risks do you identify?
	1. What are the main drives of cash consumption and cash generation for Athleta’s catalog business? Is Athleta’s business model working-capital intensive?
	2. How is Athleta’s business model different or more risky than other business models (e.g., subscription models)?
3. How much money does Athleta require? From whom should the money be raised?
	1. Is this financing round urgent? What does this suggest about the management team?
	2. Should Athleta raise less/more than indicated in Table C?
4. Asses the value of Athleta and the implied financing terms.