

Example of Exam Questions. Applied Entrepreneurship, Spring 2020/2021.

Q1. The ability to create strategic, intentional experiments to test assumptions is one of the key skills of an entrepreneur. Indicate what experiments you used to validate your business model in your work project, what results and decisions you achieved, and explain the advantages and limitations of those validation efforts.

Q2. During the course, we have had several invited guests that explained their entrepreneurial journeys and learnings. Also, it's proven the importance not only of the entrepreneur but also the quality and performance of the team for any kind of new venture creation. If you had to define the entrepreneurial profile and the mindset of a successful entrepreneur, what would be the top 4 skills you would select? Please define each skill and explain why and how they relate to successful entrepreneurship.

Q3. Being a critical tool for businesses, particular for new fresh ventures, the Business Model Canvas is essentially a systematized way to design your assumptions about the several elements of a business model. Therefore, please pick **one** of the following companies (Airbnb; Deloitte; Pingo Doce; Nespresso) and explain the 4 (four) most critical elements of their Business Model.

Q4. During the Entrepreneurship course, the customer development model (CDM) has been introduced – the “two steps forward, one step back” learning process.

a. Who initially described this model and what is the main objective of this model?

b. Describe the main steps exhibited in this model.

c. Describe in detail what steps (of the above mentioned) you covered during the course.