

ENTREPRENEURSHIP

FALL 2024/2025



NOVA SCHOOL OF
BUSINESS & ECONOMICS



A photograph of a parking lot with a prominent red sign that says "THANK YOU" in white capital letters. The sign is mounted on a wooden post. In the background, there are several large, dark-colored train cars, some with yellow markings. The sky is blue with scattered white clouds. The ground is paved asphalt with some grassy areas.

**THANK
YOU**

ABOUT US



HELLO

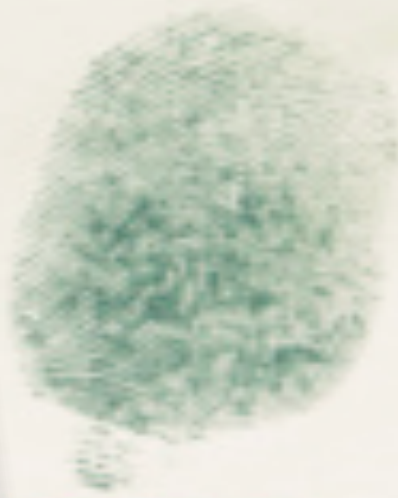
my name is



HELLO
my name is

HELLO
my name is

MIGUEL
MUÑOZ DUARTE







WECO-PACK

Persil

UNIVERSAL-PULVER

Packung wieder verschließbar

Deutsche
Originalwaren
www.persil.de

Bitte beachten:
Persil ist ein universelles
Reinigungsmittel und
nicht für alle Oberflächen
geeignet.

P75

Persil GOLD

mit Kalkkraft-Formel

Persil Gold
Mit Persil Gold erleben Sie **strahlende
Reinheit** für Ihre Wäsche.

Die **Kalkkraft-Formel** entlastet pure Waschkraft sogar schon bei niedrigen Temperaturen. So erleben Sie beste Persil-Reinheit, sparen dabei Energie und schonen die Umwelt.

Persil Gold mit **Kalkkraft-Formel** für strahlende Reinheit.

Persil. Da weiß man, was man hat.

Inhaltsstoffangabe (gemäß Detergenzien-Verordnung):
- 5%: nichtanionische Tenside, Seife, Phosphonate,
Polycarboxylate, 5-15%: anionische Tenside, Bleichmittel
auf Sauerstoffbasis.
Weitere Inhaltsstoffe: Enzyme, Duftstoffe (Benzyl
salicylate, Veeryl Dinamat, Unisakol), Optische Aufheller.

Die Waschleistung von Persil wird nicht weiter verbessert.
Schrittweise abnehmend gemäß Detergenzien-Verordnung.

Halbe Beutelscheibe
mit Kalkkraft-Formel.

Keine Verschwendung
von Wasser.

Keine Verschwendung
von Wasser.

Keine Verschwendung
von Wasser.



DANONE

LE YOGHOURT
NATURE

DANONE

LE YOGHOURT
NATURE

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NATURE





BEFORE

“CORPORATE WORLD”

“SOCIALLY ACCEPTED”

“WINNERS”



AFTER

“ENTREPRENEURSHIP”

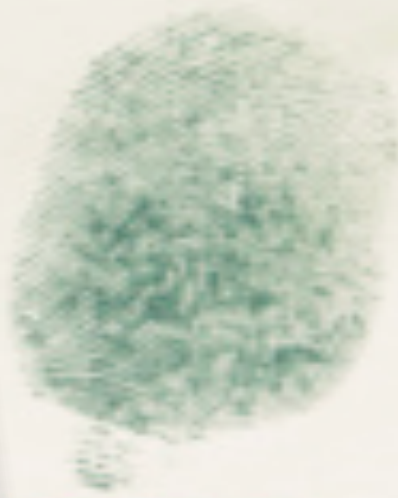
“SOCIALLY MISUNDERSTOOD”

“STRANGE”

HELLO
my name is

HELLO
my name is

YOU



**ABOUT THIS
COURSE**

21



LEMONADE



DISCLAIMER:



ENTERING
Startup

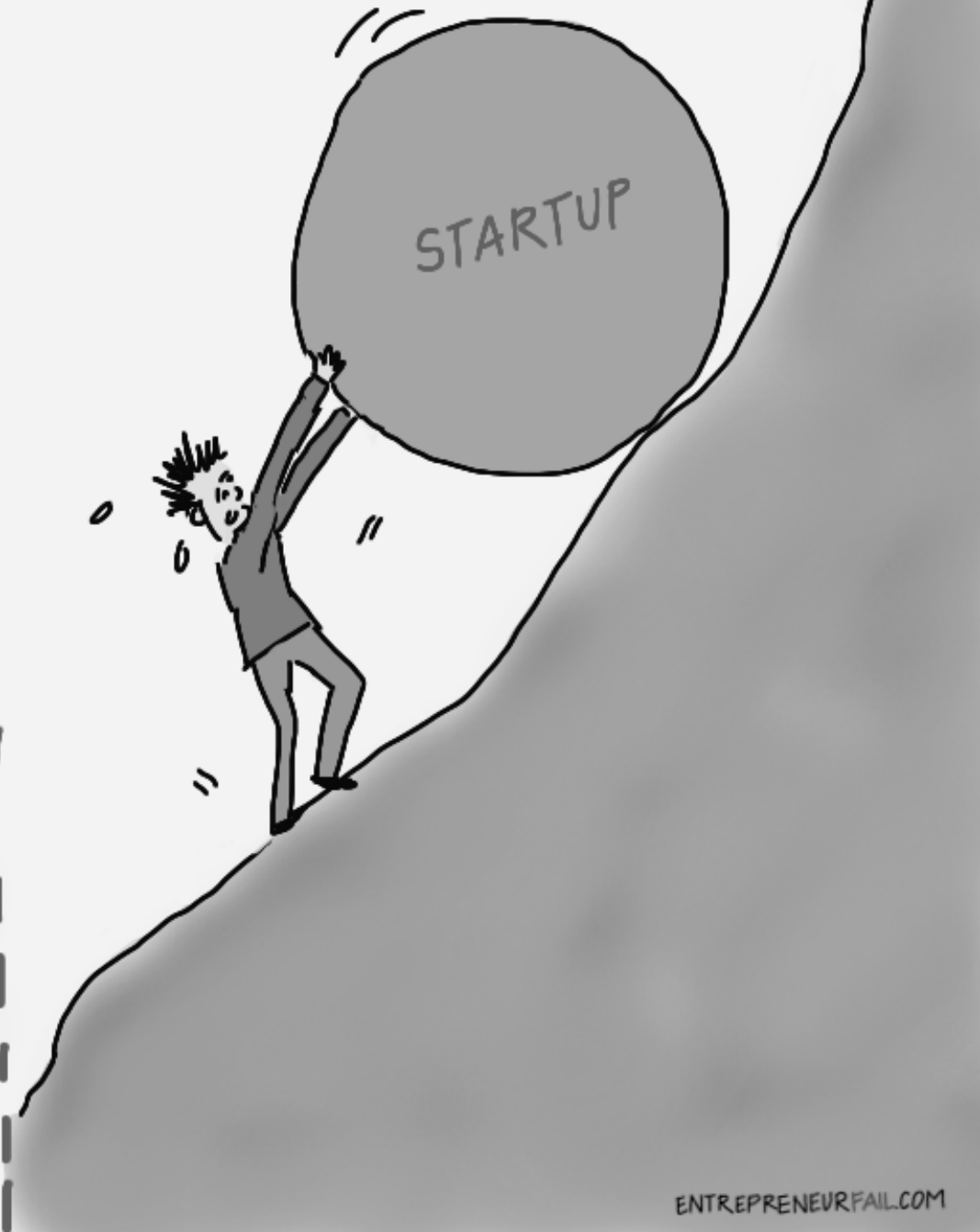


f
facebook



**THE HARSH
REALITY...**

A DAY IN THE LIFE OF

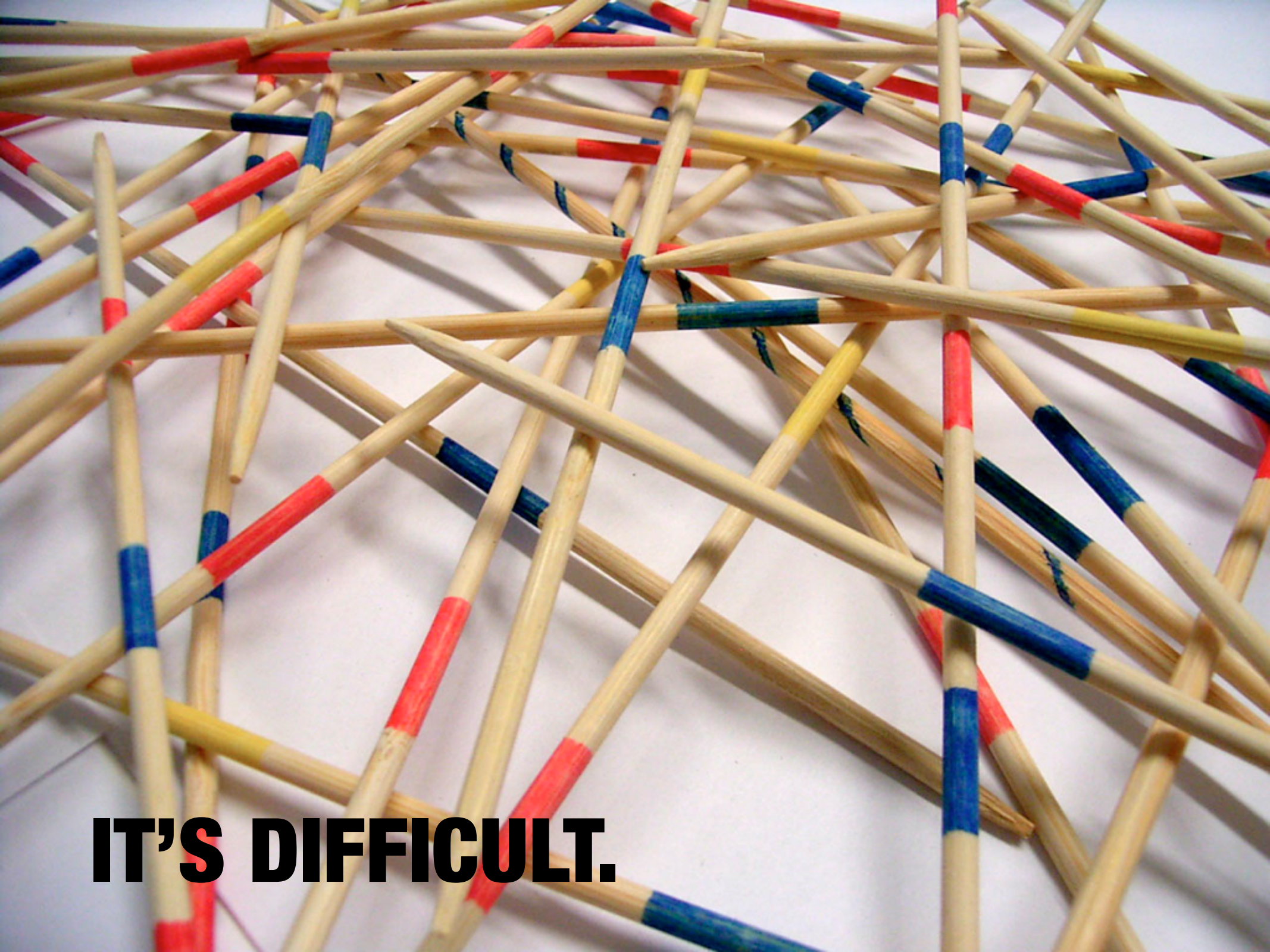


YOUR PLAN



REALITY





IT'S DIFFICULT.

IT'S MESSY.



A black and white photograph of a chain-link fence. A large padlock is attached to the fence on the left side. A white sign is taped to the fence, featuring the word "CLOSED" in large, bold, black, hand-painted capital letters. The background is slightly blurred, showing more of the fence and some indistinct structures.

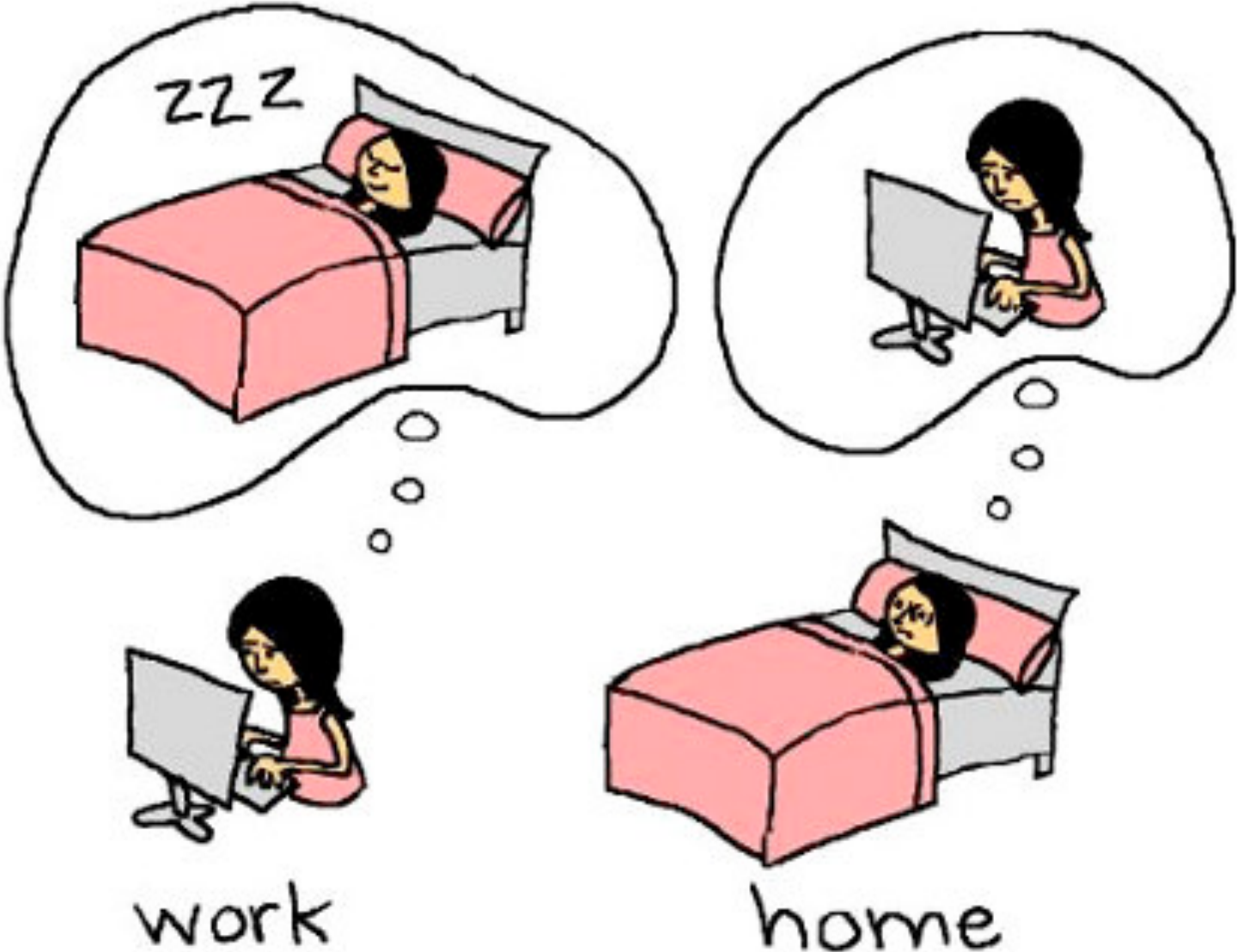
CLOSED

IT CAN BE TRAGIC.

DON'T DO IT.



GET A JOB.



A black and white photograph of a toilet. The toilet seat is up. On the side of the toilet tank, there is graffiti. The words "IS THIS...?" are overlaid in large, white, bold, sans-serif font in the center of the toilet bowl. The background is a dark, textured wall.

IS THIS...?

NO









A close-up photograph of a knitted fabric, likely a sweater, featuring a pattern of blue and yellow stripes. The blue stripes are made of a thick, textured knit, while the yellow stripes are made of a smoother, more uniform knit. The word "PROBLEM." is printed in a bold, black, sans-serif font across the center of the image, overlapping the yellow stripe.

PROBLEM.



SOLUTION.



SO... LET'S START?

**ABOUT OUR
WORK TOGETHER**

3.





$\int_0^{\infty} \psi^* \psi dr = 1$
 $\mu_1 = \frac{E_1 M g L}{\hbar} = \frac{A B L}{\hbar}$
 $\mu_2 = \frac{E_2 M g L}{\hbar} = 2 \frac{A B L}{\hbar}$
 $\mu_3 = \frac{E_3 M g L}{\hbar} = 4 \frac{A B L}{\hbar}$
 $\mu_4 = \frac{E_4 M g L}{\hbar} = 9 \frac{A B L}{\hbar}$
 $\mu_5 = \frac{E_5 M g L}{\hbar} = 16 \frac{A B L}{\hbar}$
 $\mu_6 = \frac{E_6 M g L}{\hbar} = 25 \frac{A B L}{\hbar}$
 $\mu_7 = \frac{E_7 M g L}{\hbar} = 36 \frac{A B L}{\hbar}$
 $\mu_8 = \frac{E_8 M g L}{\hbar} = 49 \frac{A B L}{\hbar}$
 $\mu_9 = \frac{E_9 M g L}{\hbar} = 64 \frac{A B L}{\hbar}$
 $\mu_{10} = \frac{E_{10} M g L}{\hbar} = 81 \frac{A B L}{\hbar}$
 $\mu_{11} = \frac{E_{11} M g L}{\hbar} = 100 \frac{A B L}{\hbar}$
 $\mu_{12} = \frac{E_{12} M g L}{\hbar} = 121 \frac{A B L}{\hbar}$
 $\mu_{13} = \frac{E_{13} M g L}{\hbar} = 144 \frac{A B L}{\hbar}$
 $\mu_{14} = \frac{E_{14} M g L}{\hbar} = 169 \frac{A B L}{\hbar}$
 $\mu_{15} = \frac{E_{15} M g L}{\hbar} = 225 \frac{A B L}{\hbar}$
 $\mu_{16} = \frac{E_{16} M g L}{\hbar} = 256 \frac{A B L}{\hbar}$
 $\mu_{17} = \frac{E_{17} M g L}{\hbar} = 324 \frac{A B L}{\hbar}$
 $\mu_{18} = \frac{E_{18} M g L}{\hbar} = 361 \frac{A B L}{\hbar}$
 $\mu_{19} = \frac{E_{19} M g L}{\hbar} = 400 \frac{A B L}{\hbar}$
 $\mu_{20} = \frac{E_{20} M g L}{\hbar} = 441 \frac{A B L}{\hbar}$
 $\mu_{21} = \frac{E_{21} M g L}{\hbar} = 484 \frac{A B L}{\hbar}$
 $\mu_{22} = \frac{E_{22} M g L}{\hbar} = 529 \frac{A B L}{\hbar}$
 $\mu_{23} = \frac{E_{23} M g L}{\hbar} = 576 \frac{A B L}{\hbar}$
 $\mu_{24} = \frac{E_{24} M g L}{\hbar} = 625 \frac{A B L}{\hbar}$
 $\mu_{25} = \frac{E_{25} M g L}{\hbar} = 676 \frac{A B L}{\hbar}$
 $\mu_{26} = \frac{E_{26} M g L}{\hbar} = 729 \frac{A B L}{\hbar}$
 $\mu_{27} = \frac{E_{27} M g L}{\hbar} = 784 \frac{A B L}{\hbar}$
 $\mu_{28} = \frac{E_{28} M g L}{\hbar} = 841 \frac{A B L}{\hbar}$
 $\mu_{29} = \frac{E_{29} M g L}{\hbar} = 900 \frac{A B L}{\hbar}$
 $\mu_{30} = \frac{E_{30} M g L}{\hbar} = 961 \frac{A B L}{\hbar}$
 $\mu_{31} = \frac{E_{31} M g L}{\hbar} = 1024 \frac{A B L}{\hbar}$
 $\mu_{32} = \frac{E_{32} M g L}{\hbar} = 1089 \frac{A B L}{\hbar}$
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 $\mu_{49} = \frac{E_{49} M g L}{\hbar} = 2500 \frac{A B L}{\hbar}$
 $\mu_{50} = \frac{E_{50} M g L}{\hbar} = 2601 \frac{A B L}{\hbar}$
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 $\mu_{60} = \frac{E_{60} M g L}{\hbar} = 3721 \frac{A B L}{\hbar}$
 $\mu_{61} = \frac{E_{61} M g L}{\hbar} = 3844 \frac{A B L}{\hbar}$
 $\mu_{62} = \frac{E_{62} M g L}{\hbar} = 3969 \frac{A B L}{\hbar}$
 $\mu_{63} = \frac{E_{63} M g L}{\hbar} = 4096 \frac{A B L}{\hbar}$
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 $\mu_{68} = \frac{E_{68} M g L}{\hbar} = 4761 \frac{A B L}{\hbar}$
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 $\mu_{70} = \frac{E_{70} M g L}{\hbar} = 5041 \frac{A B L}{\hbar}$
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 $\mu_{98} = \frac{E_{98} M g L}{\hbar} = 9801 \frac{A B L}{\hbar}$
 $\mu_{99} = \frac{E_{99} M g L}{\hbar} = 10000 \frac{A B L}{\hbar}$







GOOD THINGS
COME TO THOSE
WHO ~~WAIT.~~

GO OUT AND
FUCKING
EARN IT.

GRADING.



excellent



PRACTICAL WORK

30%



P2P EVALUATION

10%



PITCH PRESENTATIONS

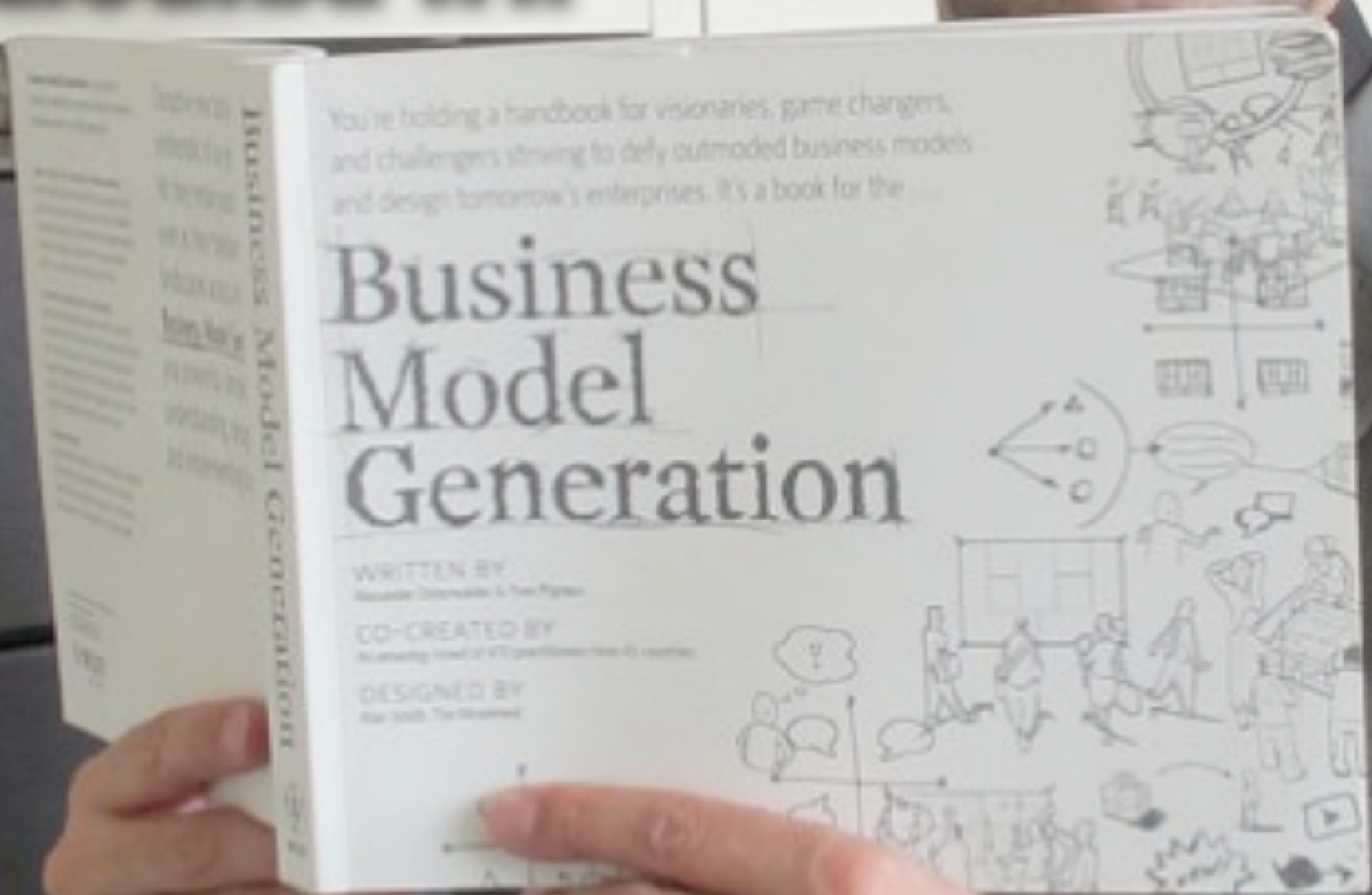
30%



FINAL EXAM

30%

BIBLIOGRAPHY.



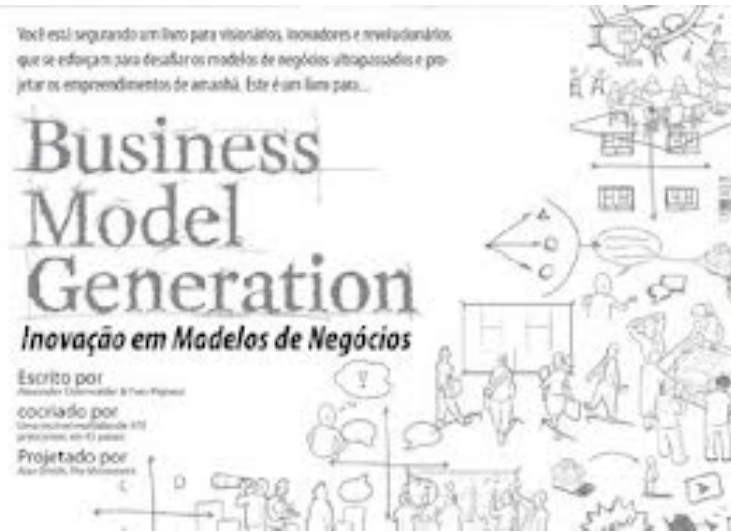
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Business Model Generation

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CO-CREATED BY
An amazing crowd of 470 practitioners from 42 countries

DESIGNED BY
Peter Schmitt, The Strategist

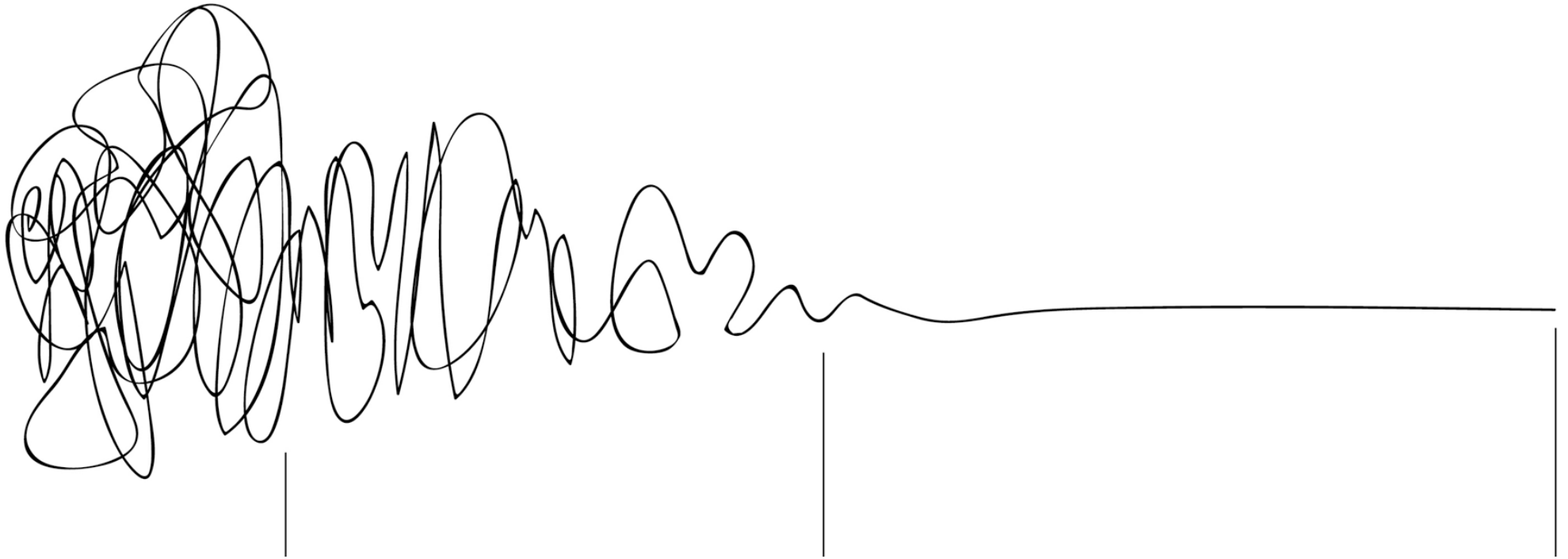




PHILOSOPHY.

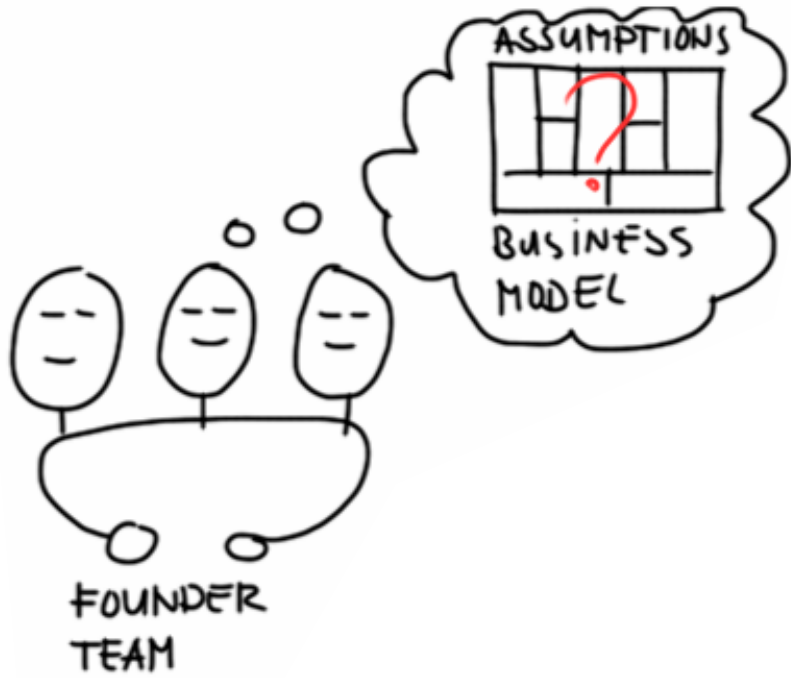
Uncertainty / patterns / insights

Clarity / Focus



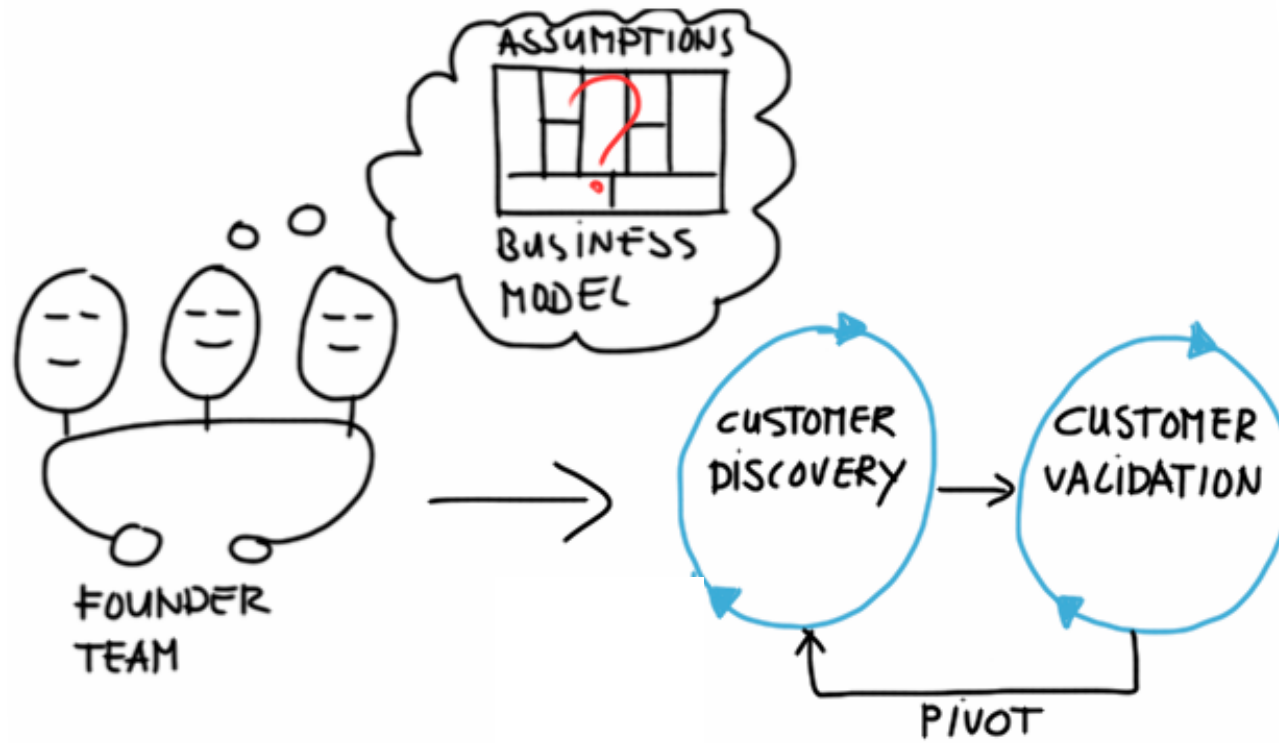
Uncertainty / patterns / insights

Clarity / Focus



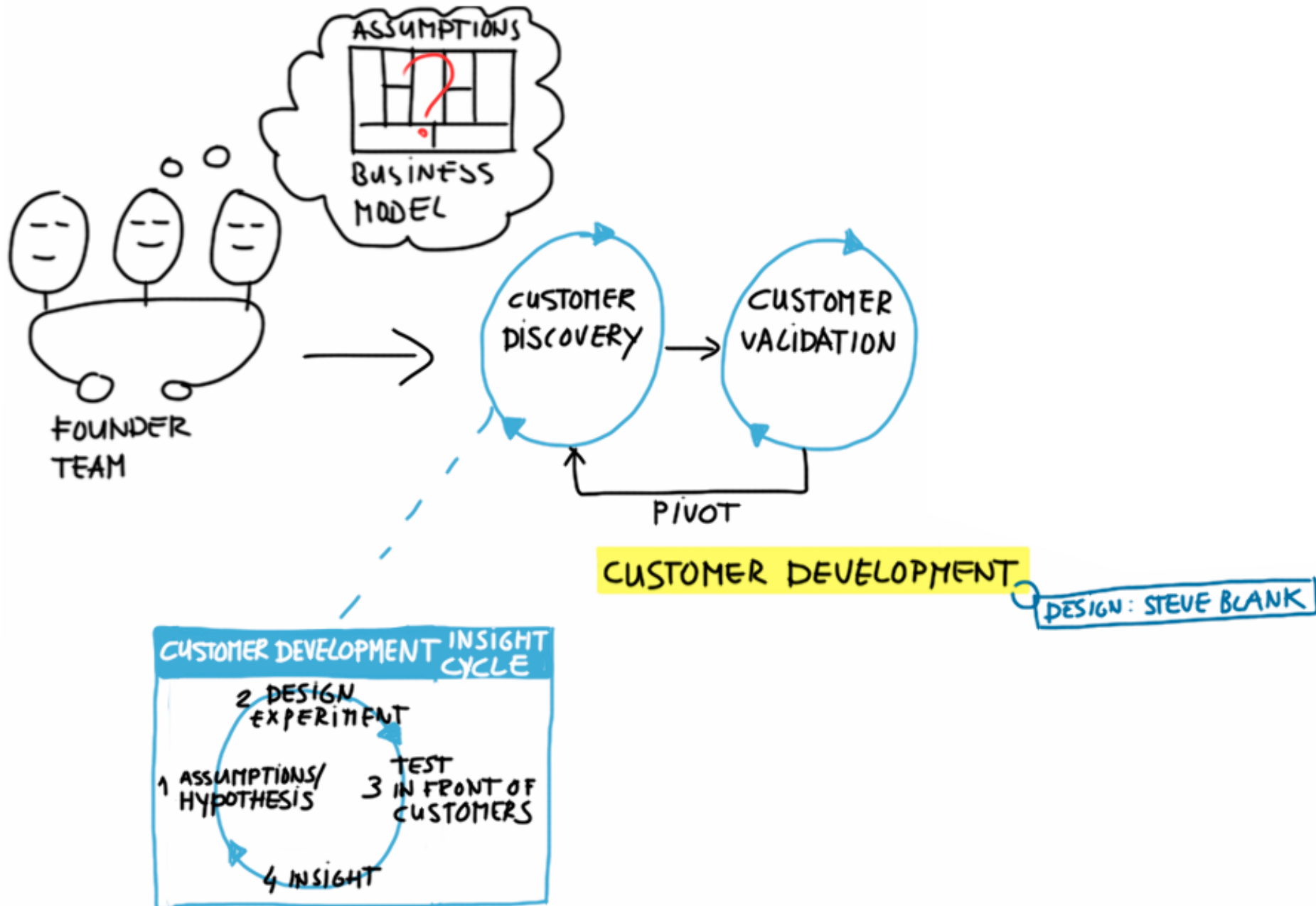
Uncertainty / patterns / insights

Clarity / Focus



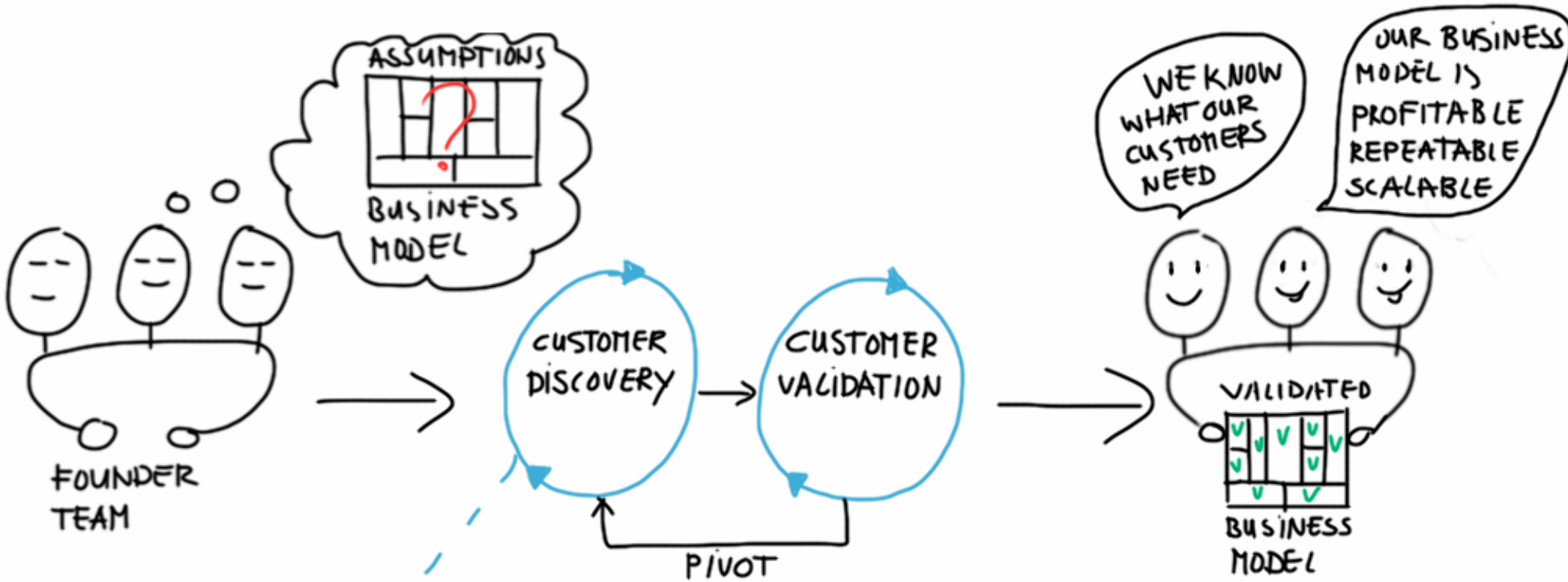
Uncertainty / patterns / insights

Clarity / Focus



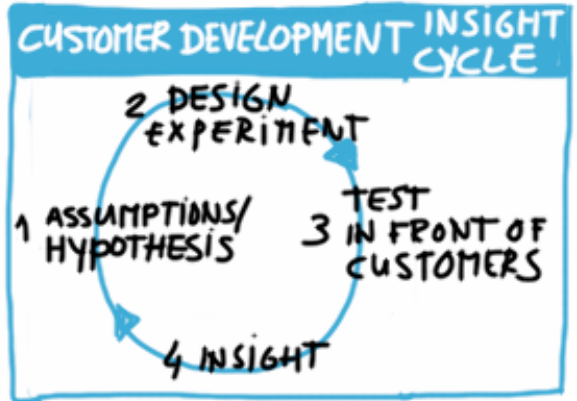
Uncertainty / patterns / insights

Clarity / Focus



CUSTOMER DEVELOPMENT

DESIGN: STEVE BLANK



ROADMAP.





**Your mission, should you
decide to accept it is...**

**START YOUR OWN COMPANY
OR DIE TRYING***

*** not literally, of course**

**Your mission, should you
decide to accept it is...**

EXPLORE A SECTOR

FIND A PROBLEM

SEARCH FOR A SOLUTION

BUILD A BUSINESS MODEL AROUND IT

AND VALIDATE IT



LECTURES



GUESTS



TEAMWORK



LESSONS LEARNED



ENTREPRENEURSHIP

THANK YOU.

NOVA

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