

ENTREPRENEURSHIP

FALL 2024/2025

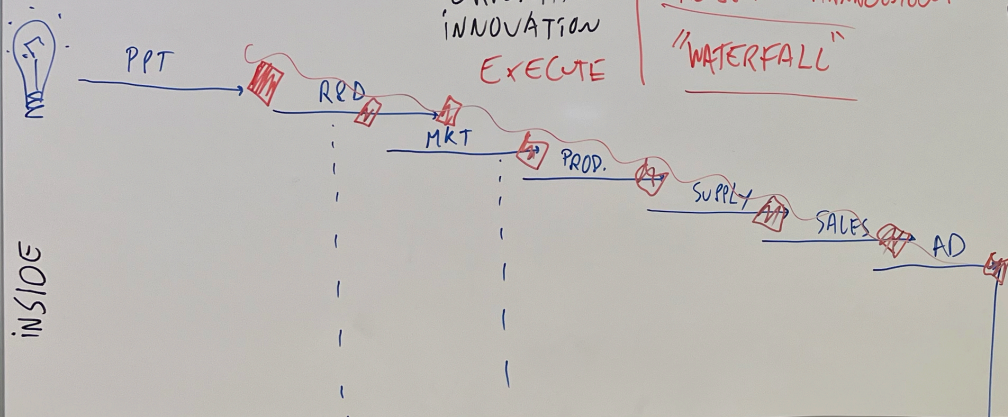


NOVA SCHOOL OF
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A PERSONAL STORY...

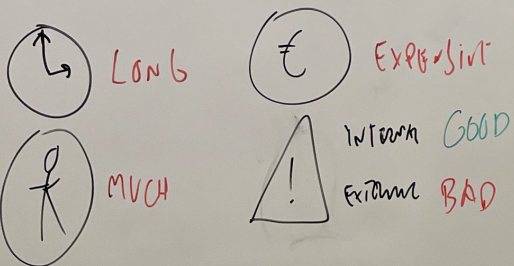
CORPORATE INNOVATION
EXECUTE

PROJECT MANAGEMENT
"WATERFALL"



INSIDE

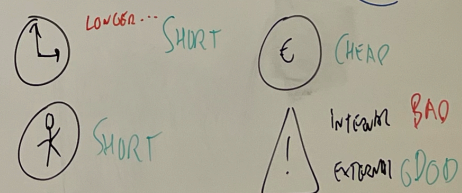
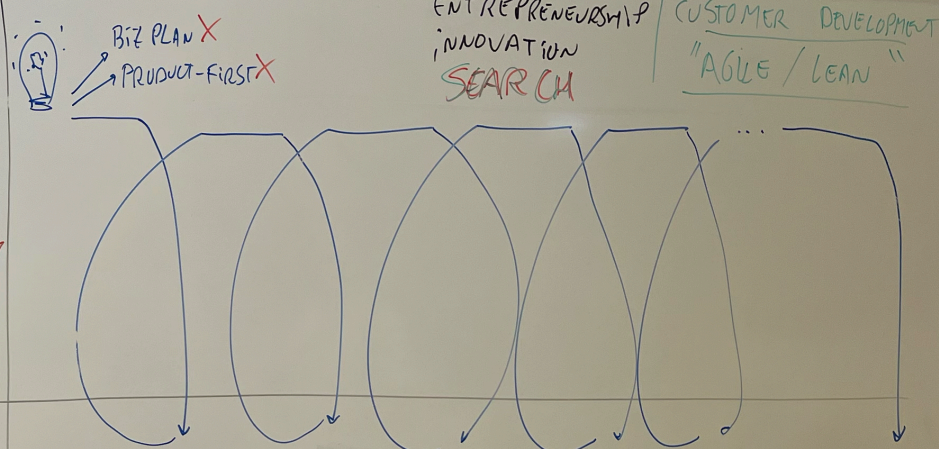
OUTSIDE



LAUNCH
☹️
ROI < 10%

ENTREPRENEURSHIP INNOVATION
SEARCH

CUSTOMER DEVELOPMENT
"AGILE / LEAN"



LAUNCH
😊



STARTUP is...

- NEW
- SMALL
- INNOVATION
- SEARCHING vs EXECUTING
- SOLVES A PROBLEM
- TEMPORARY
- SCALABLE
- LOW / NO HIERARCHY
- RISKY $\begin{matrix} \swarrow \text{INTERNAL} \\ \searrow \text{EXTERNAL} \end{matrix}$
- TO BE LAUNCHED / NOT YET ESTABLISHED
- NICHE
- VOLATILE
- SEEKING FUNDING
- DYNAMIC / FLEXIBLE
- FAST & AGILE MINDSET
- YOUNG / MIDPRENEUR / OLD PRENEUR
- PURPOSE / PASSION
- CHAOTIC

STARTUP



Startups Are **Not Smaller Versions
of Large Companies**

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of Large Companies

Large Companies **Execute**
Known Business Models

Startups Are Not Smaller Versions
of Large Companies

Startups **Search** for Unknown
Business Models

**A Startup is a temporary organization
designed to search for a repeatable and
scalable business model**

GOALS

TEAM
FIT

TEAM
INDUSTRY
FIT

PROBLEM
SOLUTION
FIT

PRODUCT
MARKET
FIT

RISKS

FOUNDERS
TEAM
RISK

FOUNDERS
AGREEMENT

PASSION
RISK

COMMON
INTEREST

INDUSTRY
ZOOM-IN
ANALYSIS

DIMENSION
EVOLUTION

SEGMENTS

COMPETITION

CUSTOMER

TRENDS

MAP

INSIGHTS

1. industry REPORT
- BIG 5
- MEDIA
2. CONTENT
- BLOG
- PODCAST
- YT/TIKTOK
3. INFORMATION LINKEDIN

ENTREPRENEURSHIP

THANK YOU.



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