

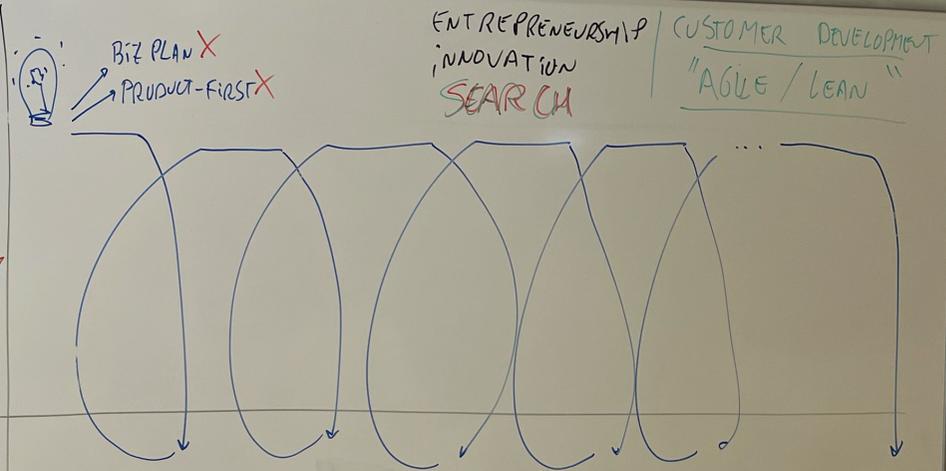
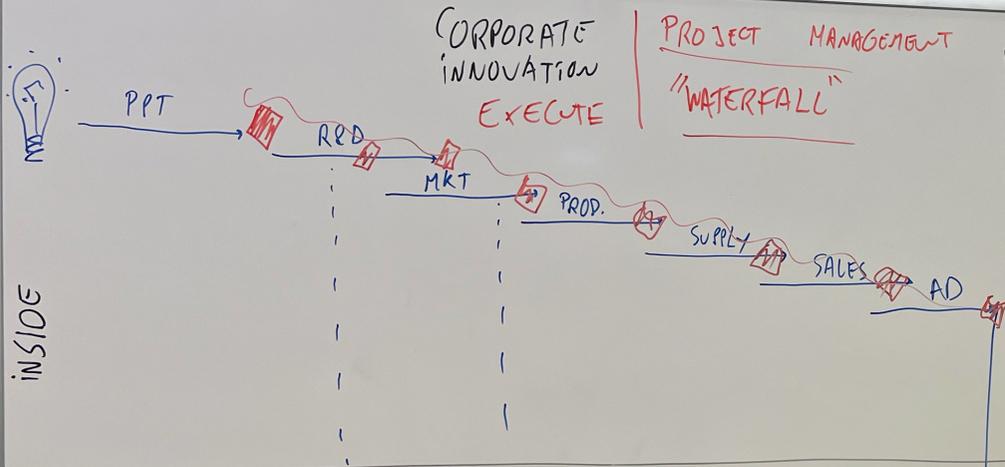
ENTREPRENEURSHIP

FALL 2024/2025



NOVA SCHOOL OF
BUSINESS & ECONOMICS

A PERSONAL STORY...



INSIDE

OUTSIDE

- ⌚ LONG
- € EXPENSIVE
- 🧑 MUCH
- ⚠️ INTERNAL GOOD
- ⚠️ EXTERNAL BAD

LAUNCH 😞
ROI < 10%

- ⌚ LONGER... SHORT
- € CHEAP
- 🧑 SHORT
- ⚠️ INTERNAL BAD
- ⚠️ EXTERNAL GOOD



STARTUP IS...

- NEW
- SMALL
- INNOVATION
- SEARCHING VS EXECUTING
- SOLVES A PROBLEM
- TEMPORARY
- SCALABLE
- (LOW NO) HIERARCHY
- RISKY $\left\{ \begin{array}{l} \text{INTERNAL} \\ \text{EXTERNAL} \end{array} \right.$
- TO BE LAUNCHED / NOT YET ESTABLISHED
- NICHE
- VOLATILE
- SEEKING FUNDS
- DYNAMIC / FLEXIBLE
- FAST & AGILE MINDSET
- YOUNGER / MIDPRENEUR / OLD PRENEUR
- PURPOSE / PASSION
- CHAOTIC

STARTUP



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

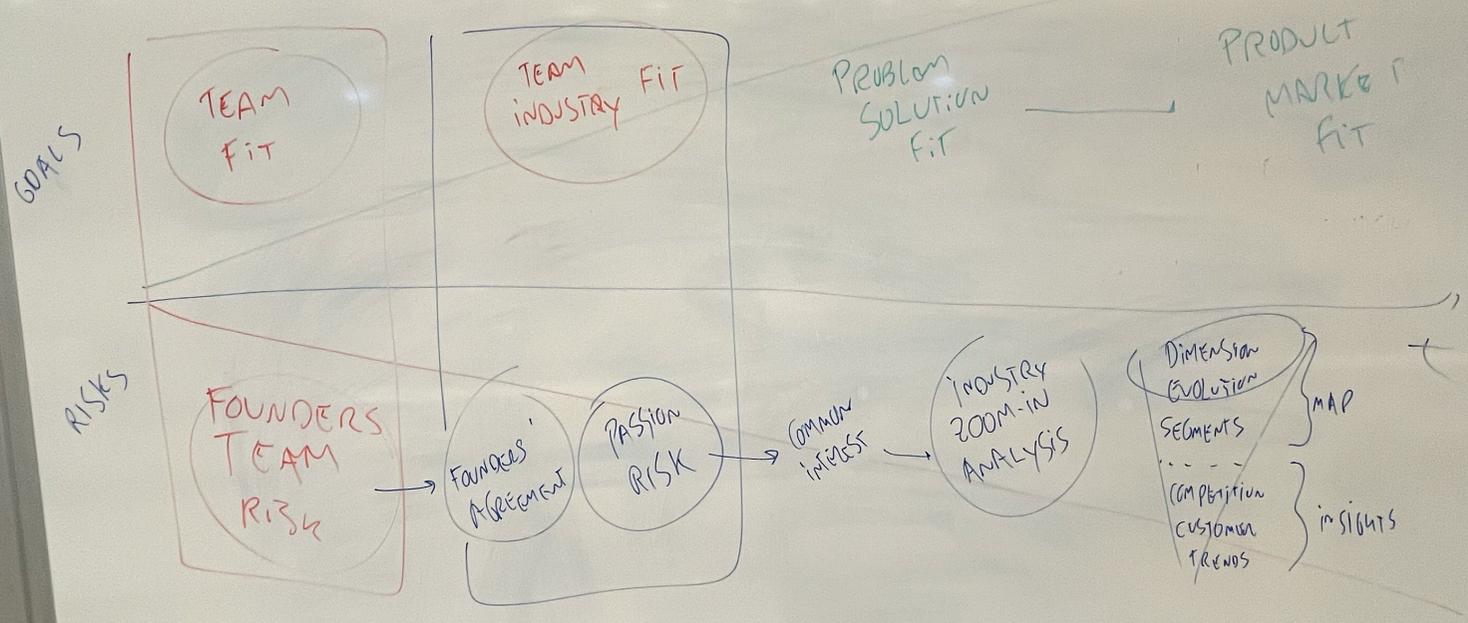
Startups Are Not Smaller Versions
of Large Companies

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**



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

ENTREPRENEURSHIP

THANK YOU.

NOVA

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