

ENTREPRENEURSHIP

FALL 2024/2025



NOVA SCHOOL OF
BUSINESS & ECONOMICS

REMEMBERING.

HELLO

my name is



HELLO

my name is

MIGUEL
MUÑOZ DUARTE





ENTERING
Startup

A green highway sign with white text. The word "ENTERING" is in a sans-serif font, and "Startup" is in a script font. The sign is mounted on two wooden posts against a clear blue sky.

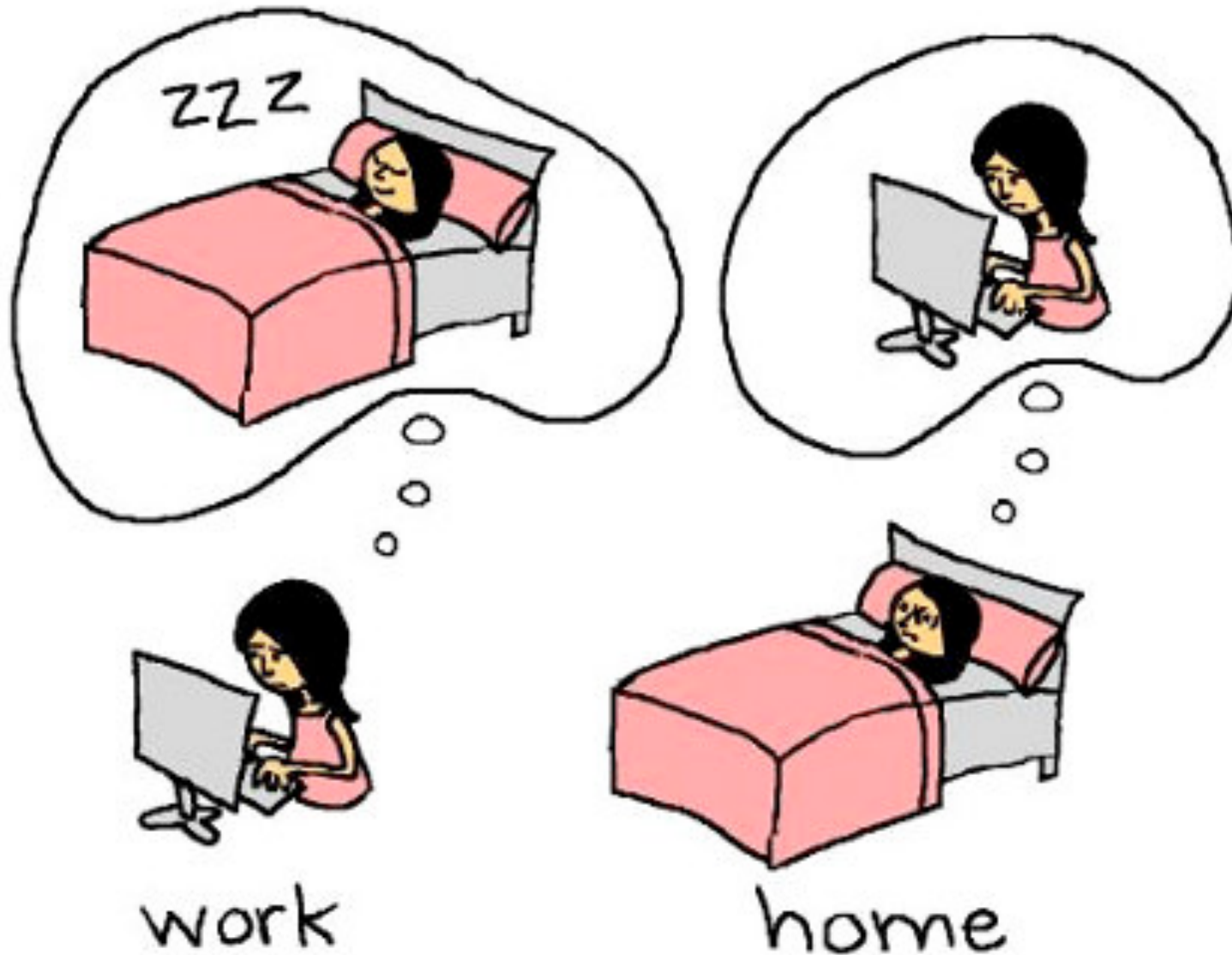
A DAY IN THE LIFE OF



DON'T DO IT.



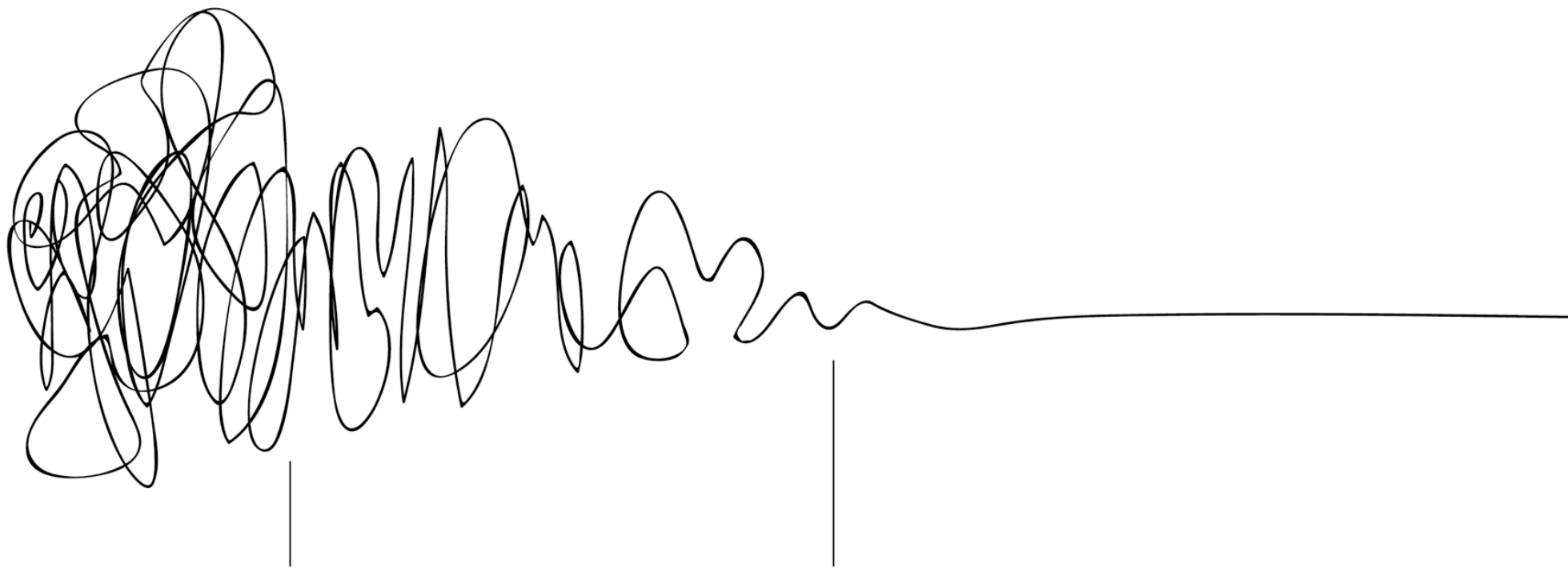
GET A JOB.





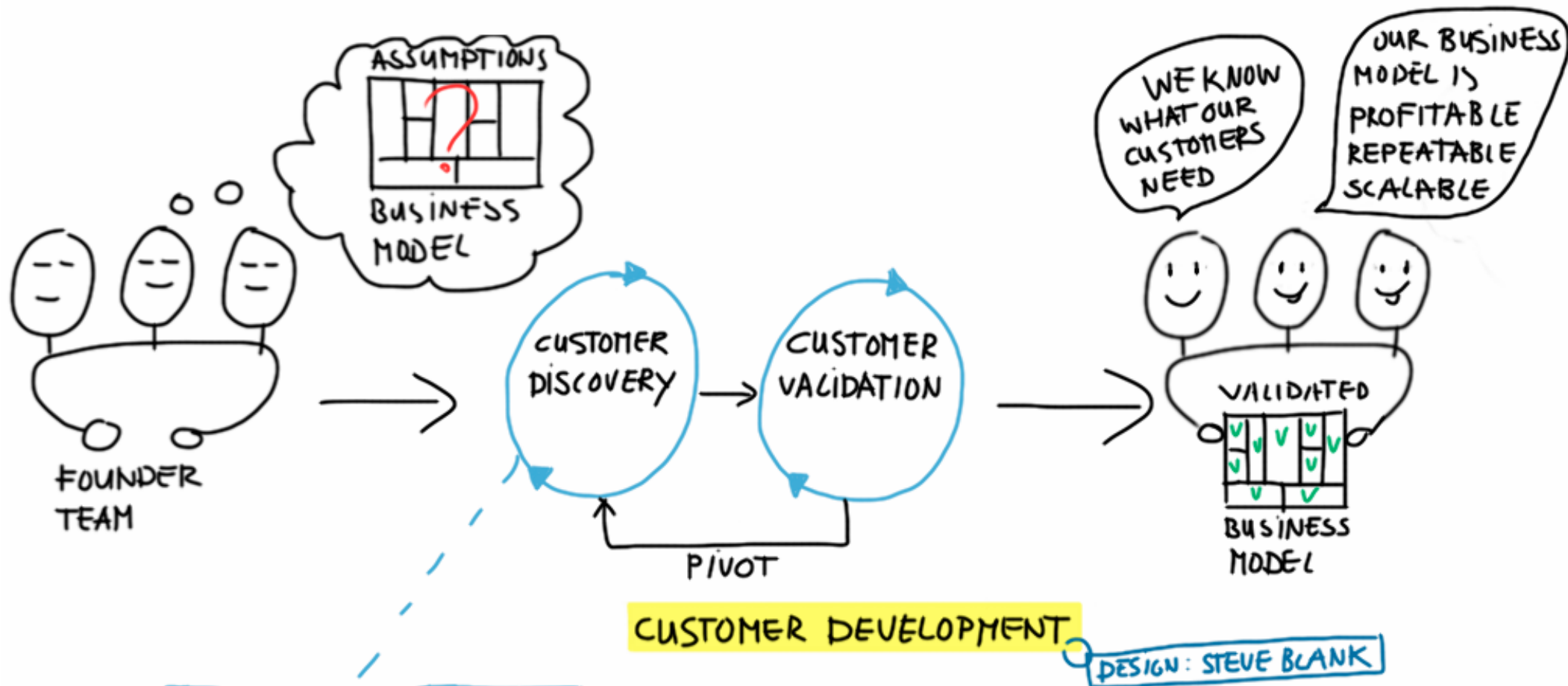
Uncertainty / patterns / insights

Clarity / Focus



Uncertainty / patterns / insights

Clarity / Focus





PRACTICAL WORK

30%



P2P EVALUATION

10%



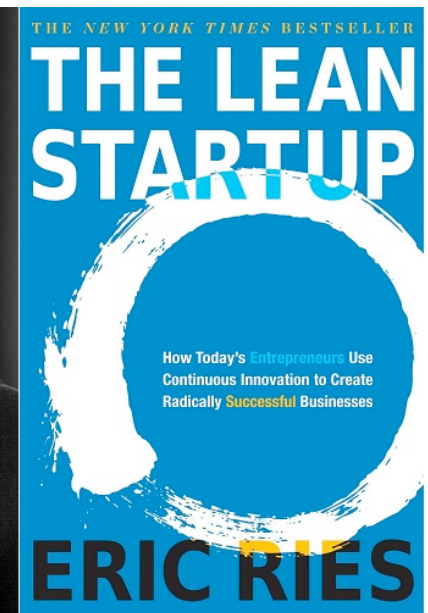
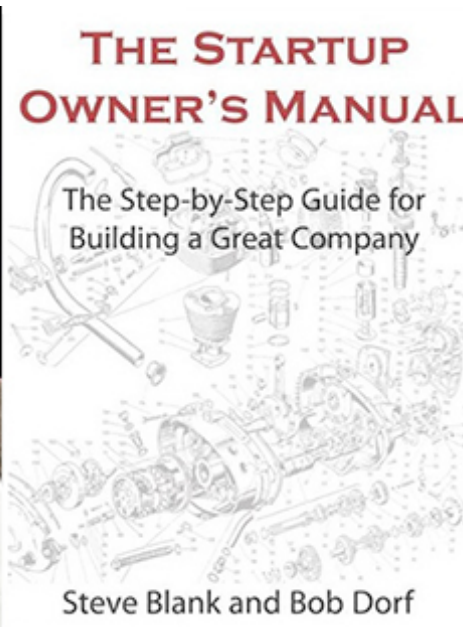
PITCH PRESENTATIONS

30%



FINAL EXAM

30%



**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

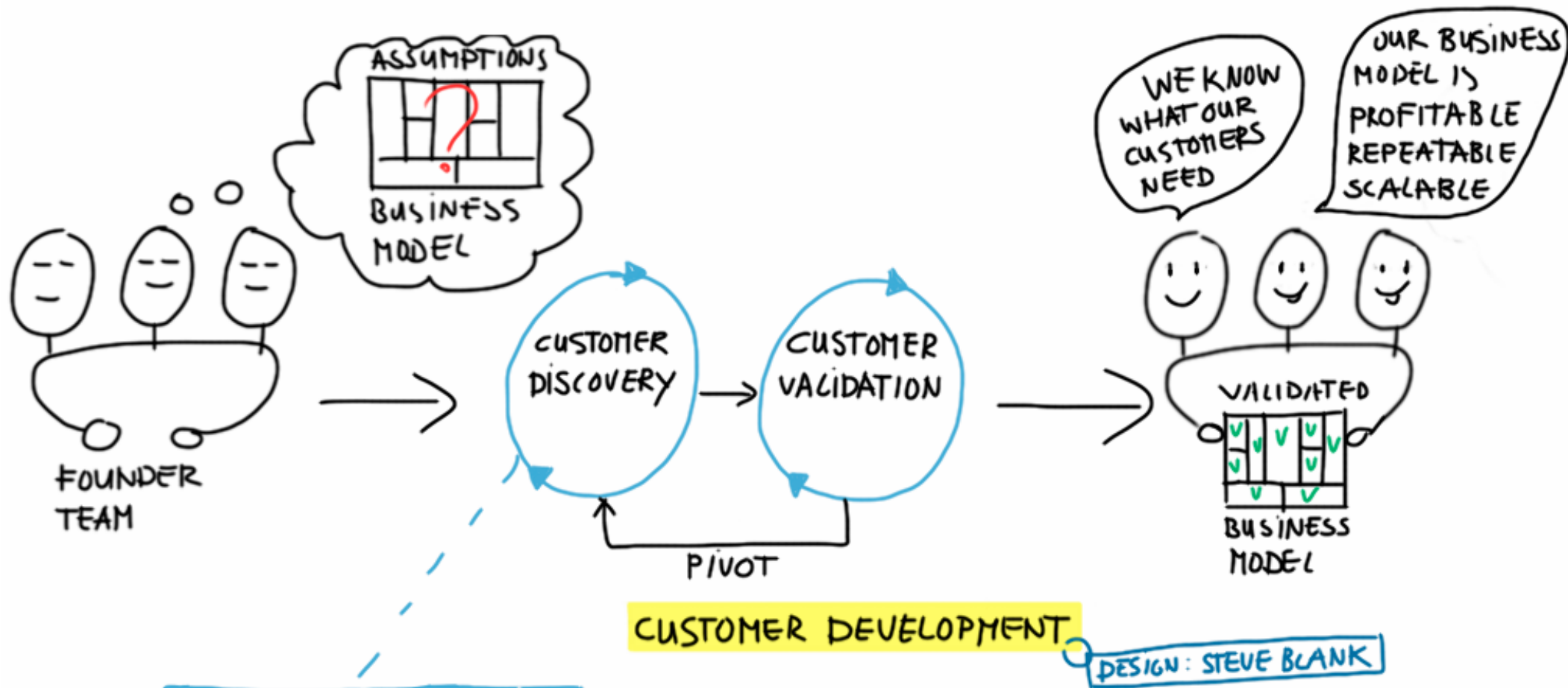
AND VALIDATE IT





Uncertainty / patterns / insights

Clarity / Focus



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

HOW



A black and white photograph of a toilet. The toilet seat is up. On the right side of the tank, there is graffiti that reads "Hippie 2107". The word "BLABLABLA" is written in large, bold, white capital letters across the center of the toilet bowl. The background is a dark, textured wall.

BLABLABLA

Validation in total:

Emails: 500

Mothers: 350 + 90

Medical Professionals: 58 + 72

Interviews

Interviews

Store Owners: 56

Interviews

Total: 1100+



NEW PHILOSOPHY



FIELD.

OFFICE.

GOOFB.

SIT & THINK.

A person is walking barefoot on a red tightrope. The person's legs, wearing light-colored trousers with cuffed hems, are visible. The background shows a city skyline across a body of water, with mountains in the distance under a cloudy sky.

**GET OUT
OF THE
F... BUILDING!**

VALIDATE.

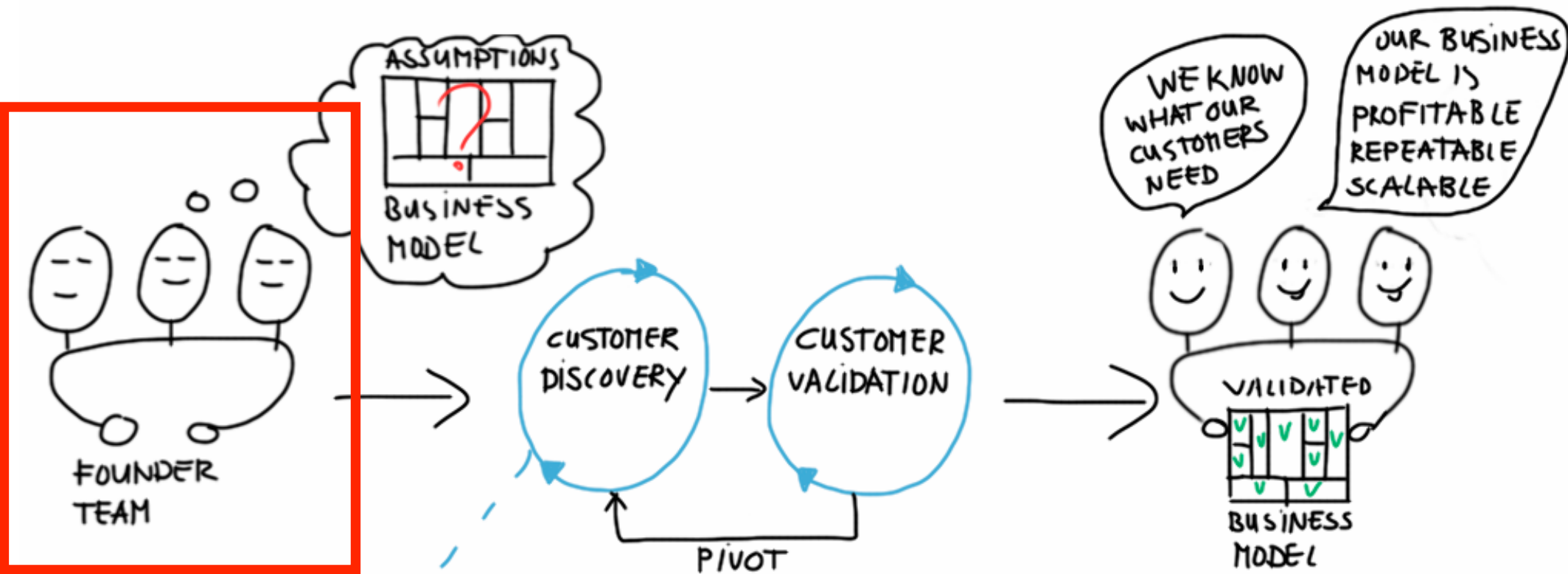
OVER-THINK.

DARE.

SCARE.

Uncertainty / patterns / insights

Clarity / Focus



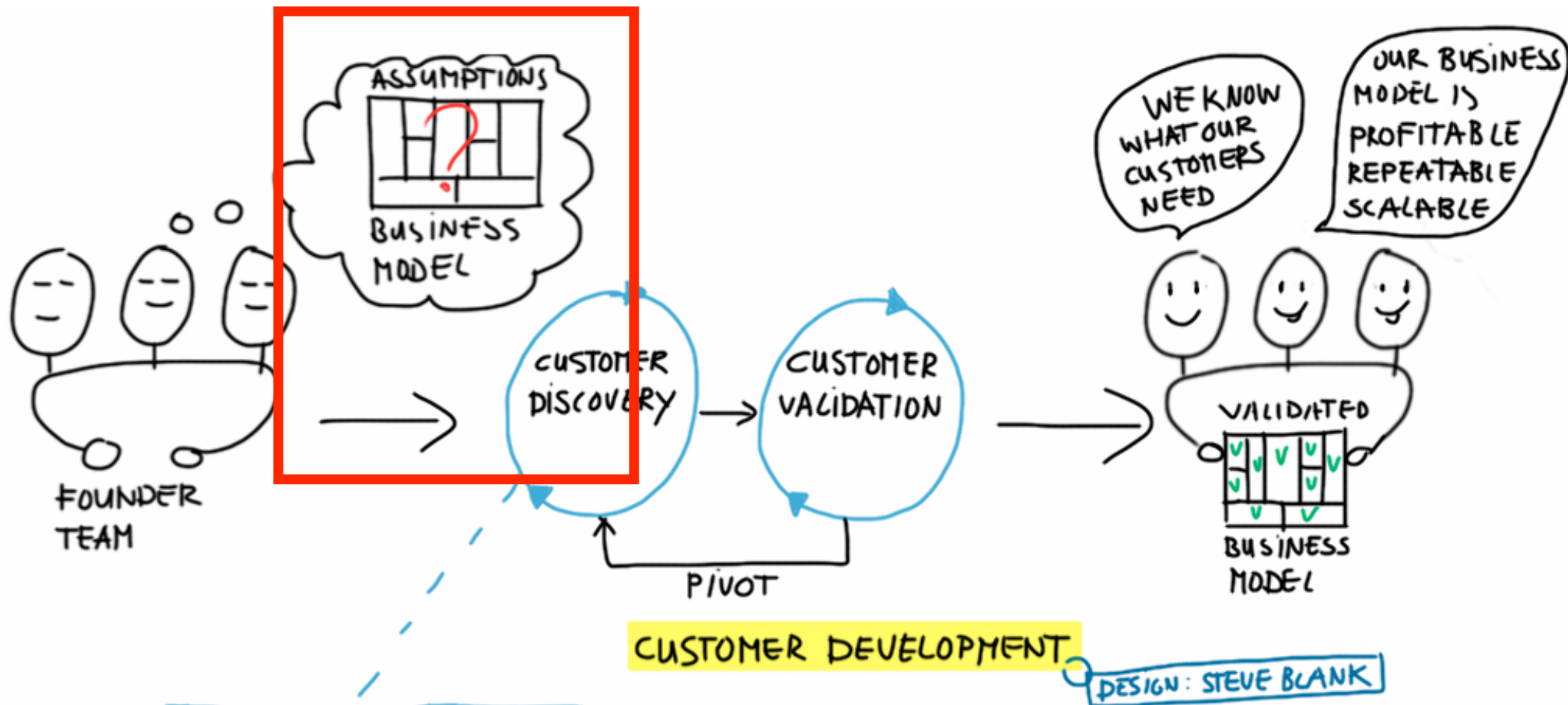
CUSTOMER DEVELOPMENT

DESIGN: STEVE BLANK



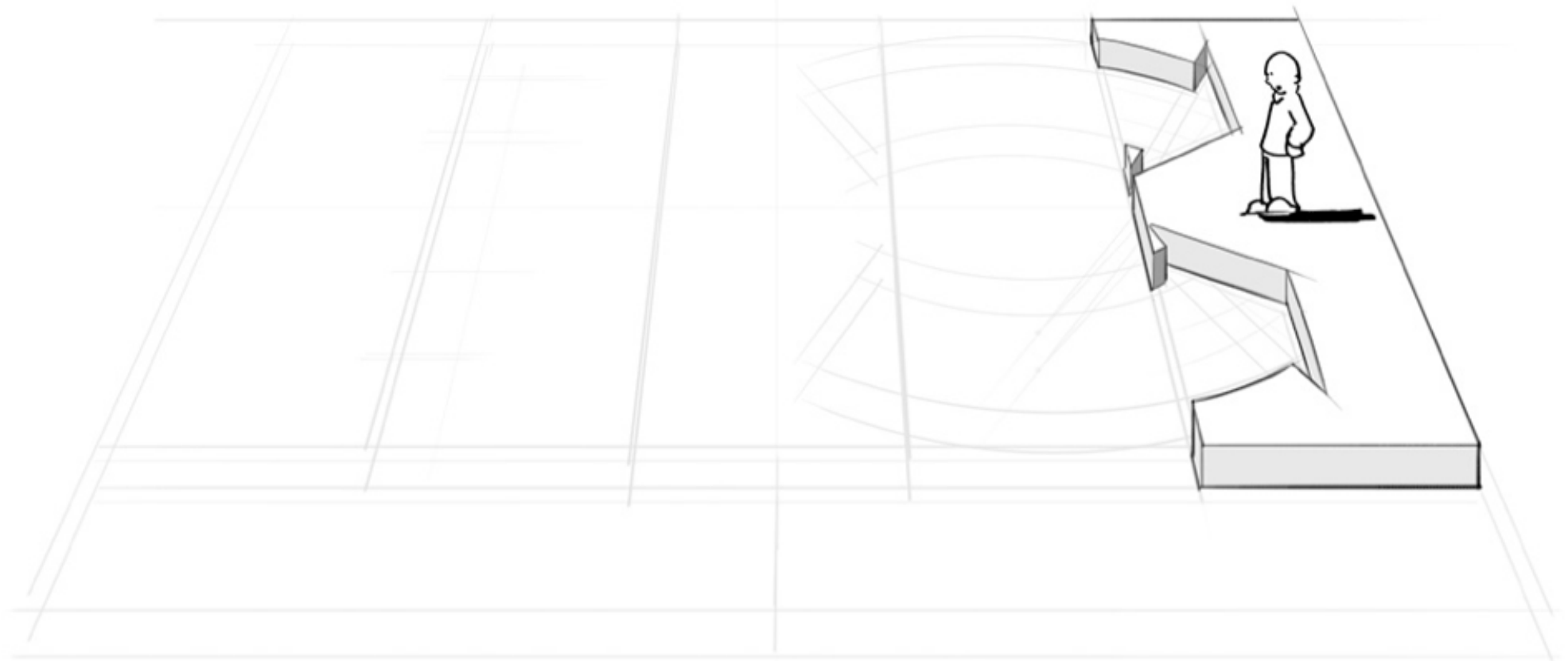
Uncertainty / patterns / insights

Clarity / Focus



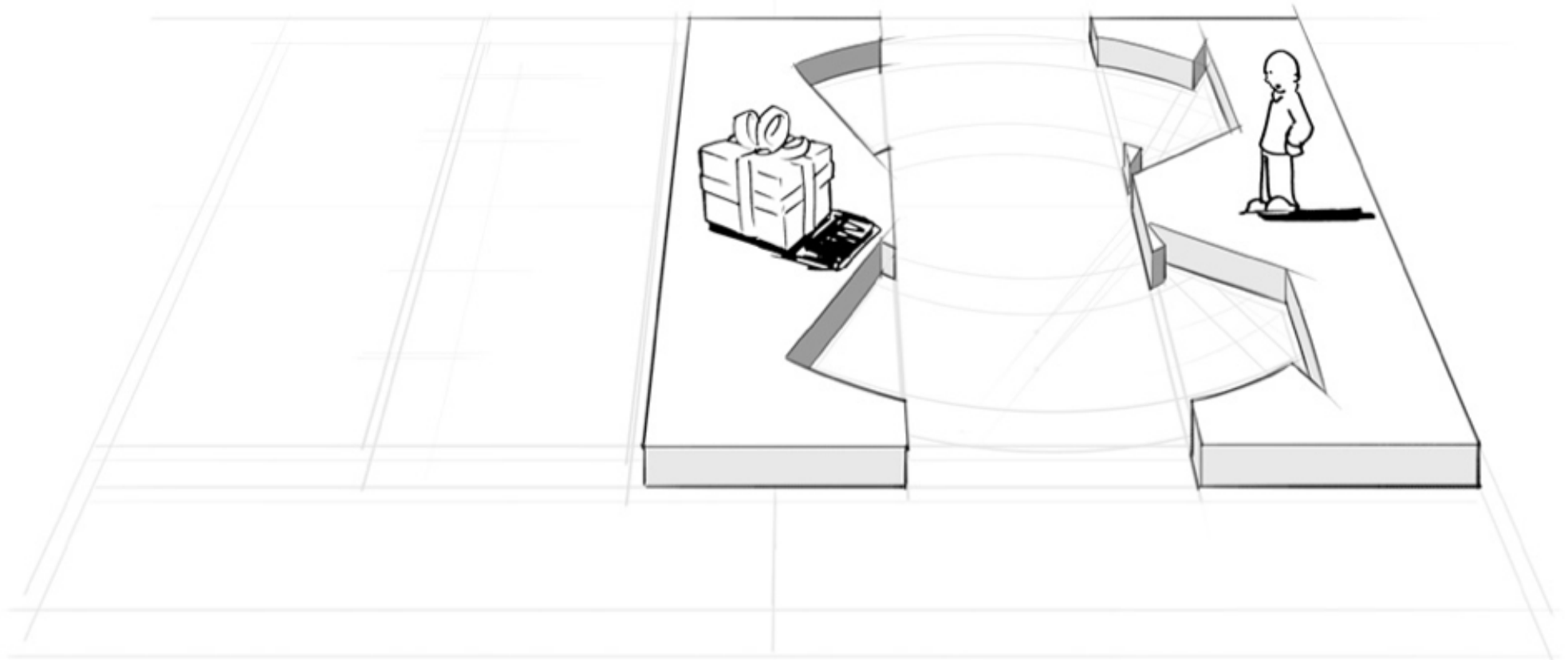
BUSINESS MODEL CANVAS
**is a tool to help us work in our
business model**

CUSTOMER SEGMENTS



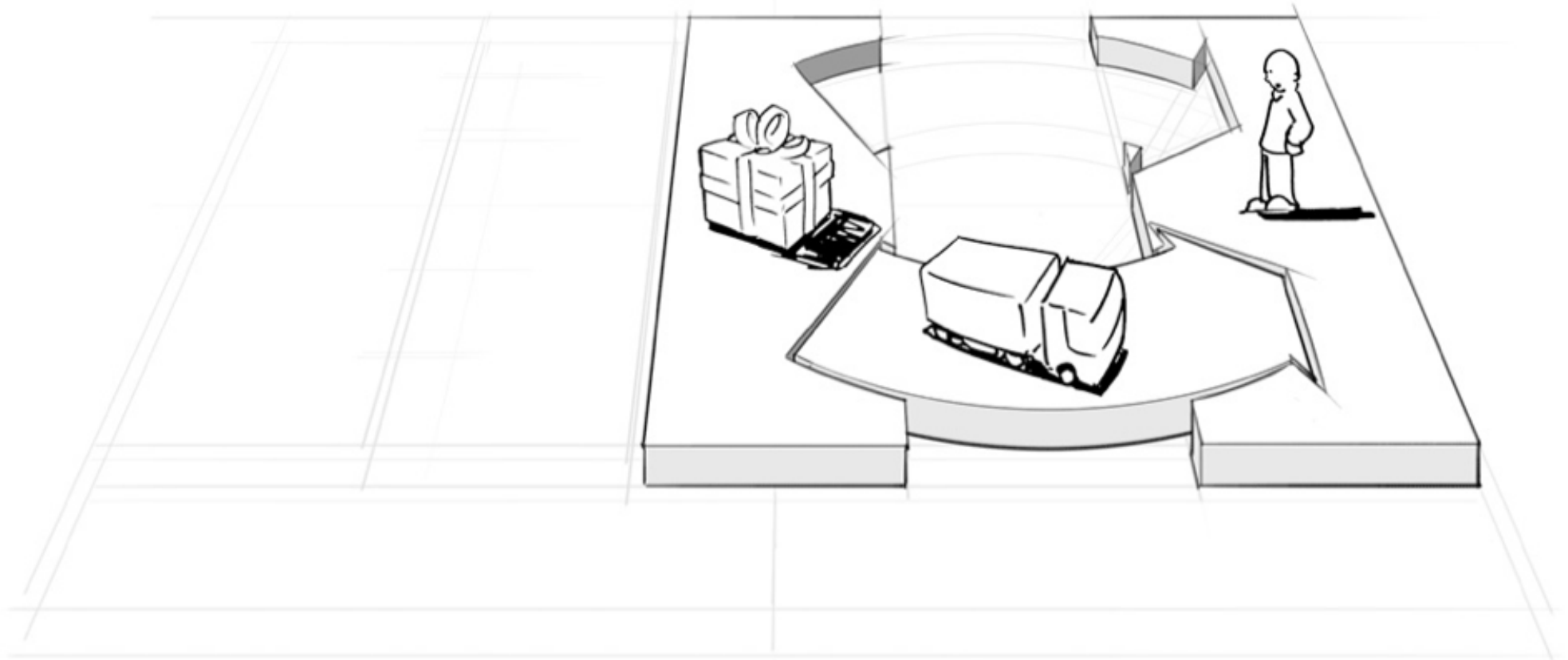
For whom are we creating value? Who are
our most important customers?

VALUE PROPOSITIONS



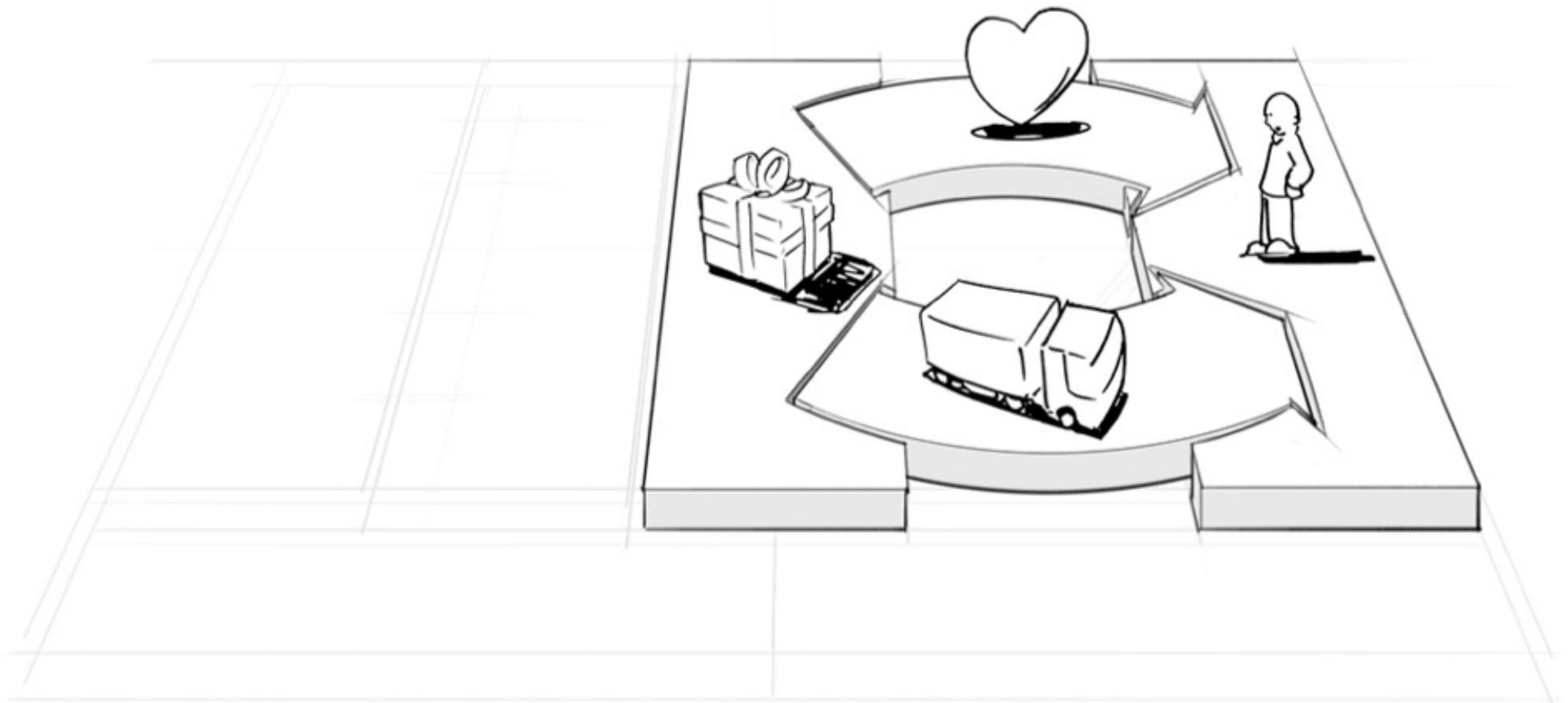
What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? Which customer needs are we satisfying? What bundles of products and services are we offering to each Customer Segment?

CHANNELS



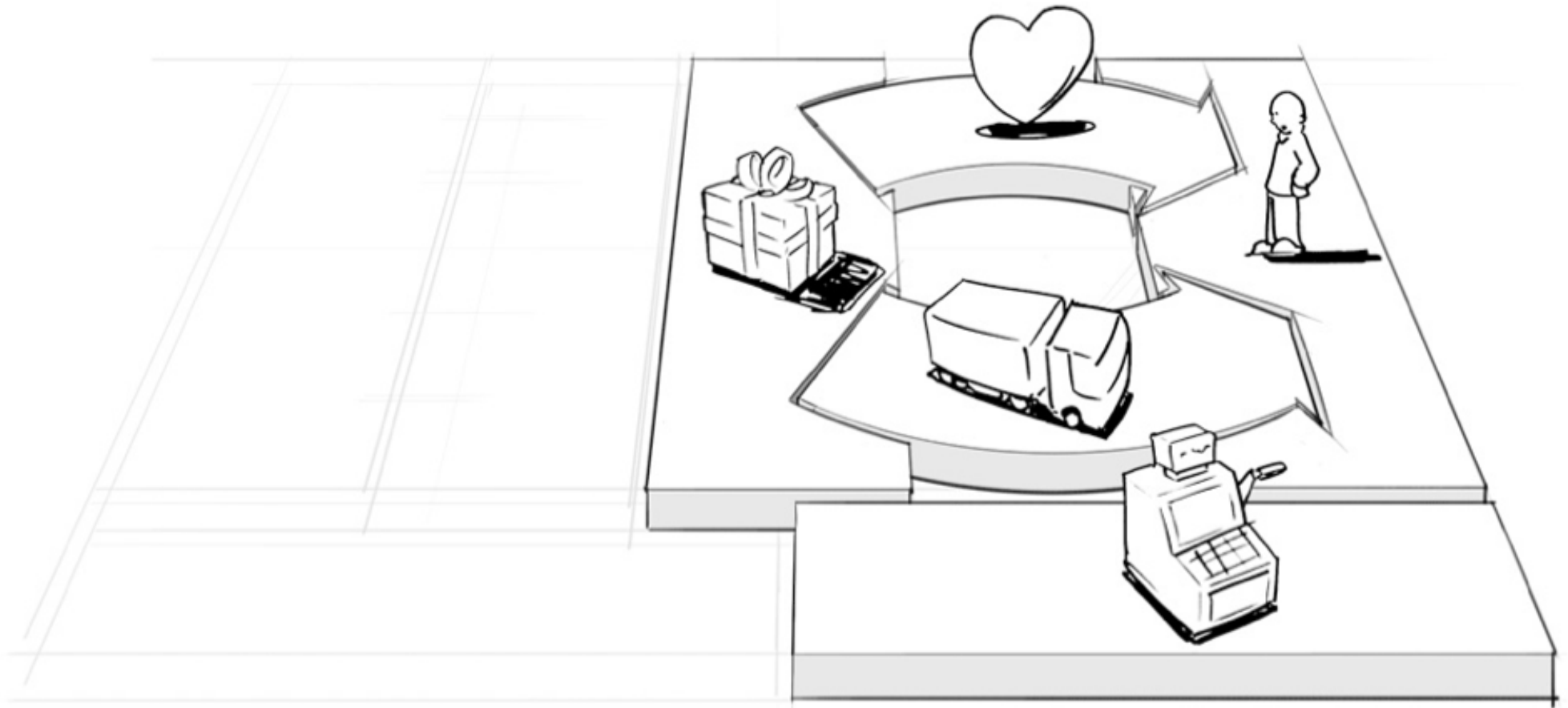
Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

CUSTOMER RELATIONSHIPS



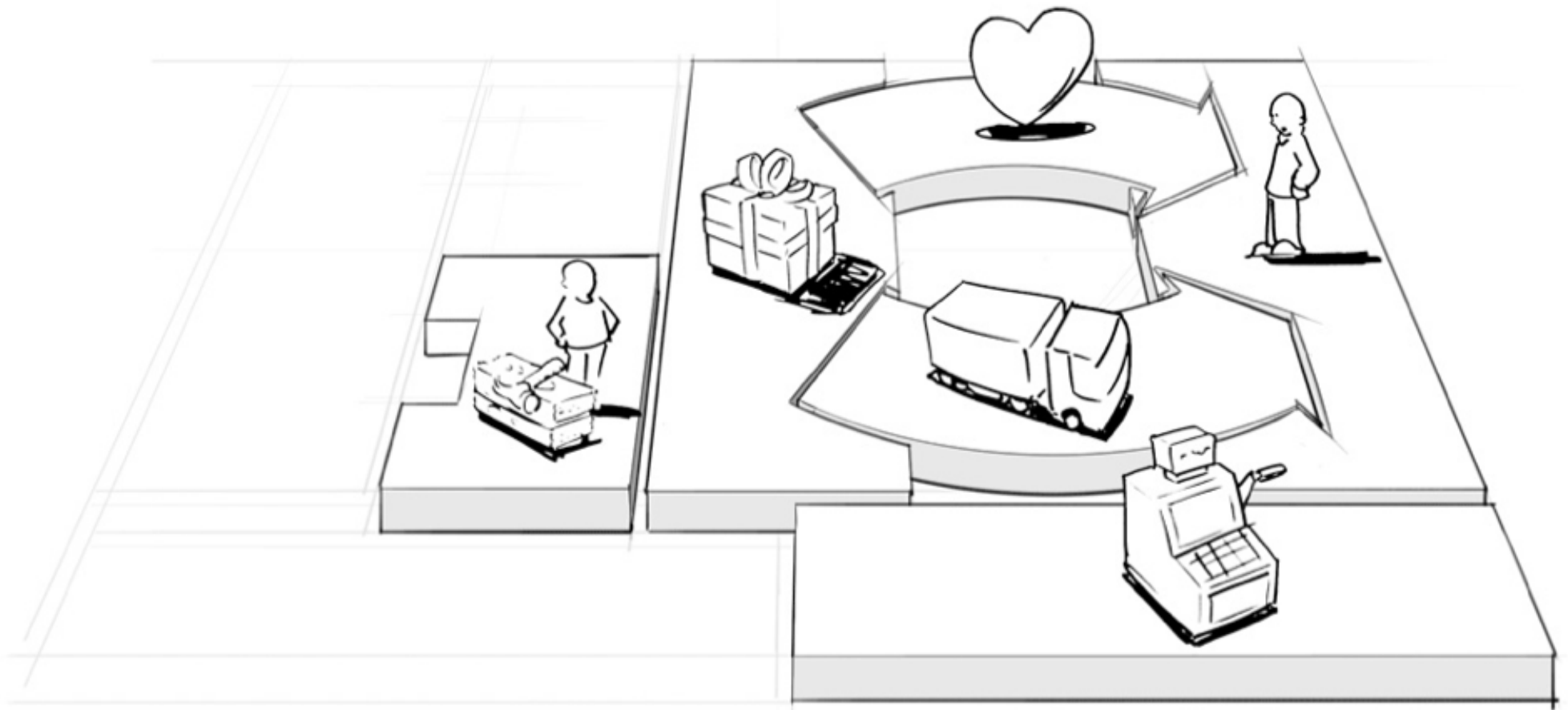
What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How costly are they? How are they integrated with the rest of our business model?

REVENUE STREAMS



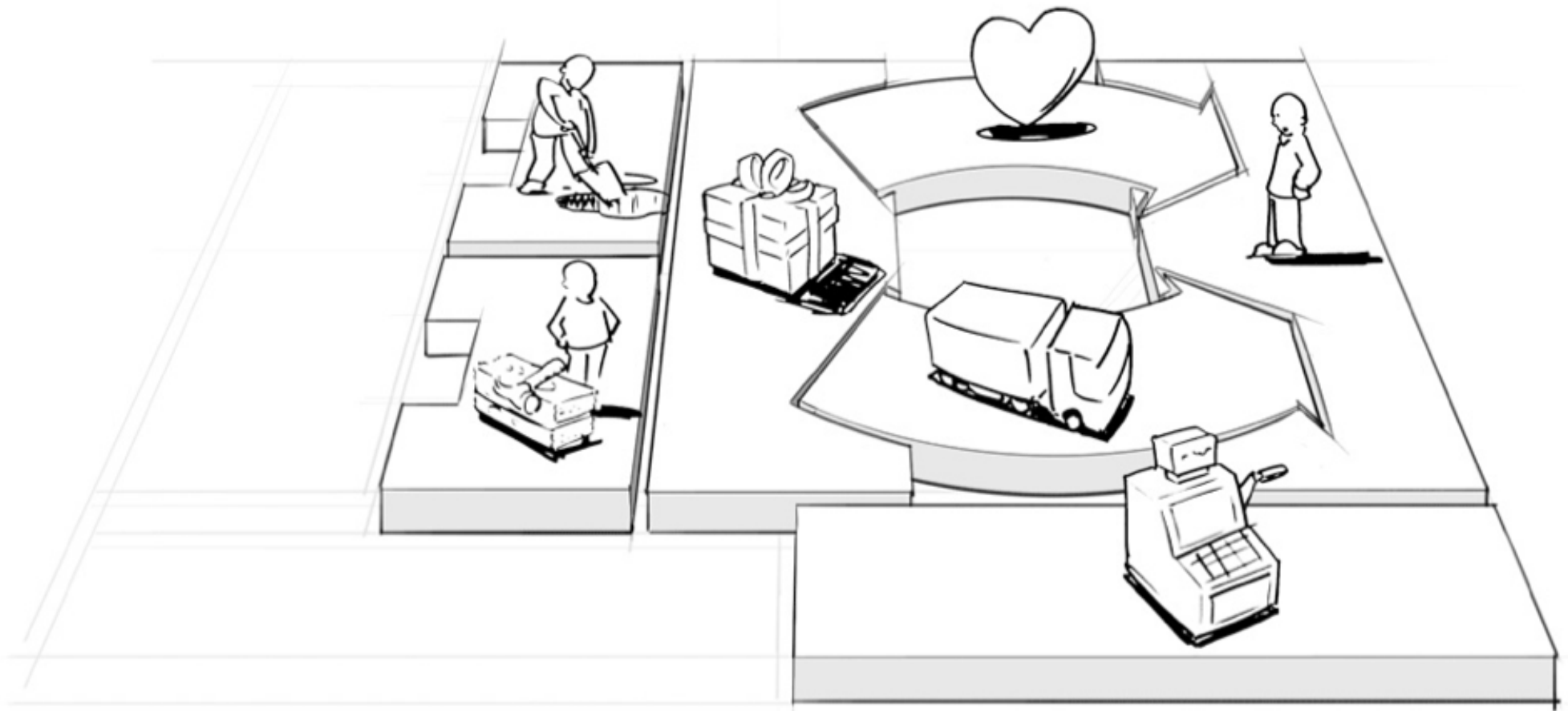
For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?

KEY RESOURCES



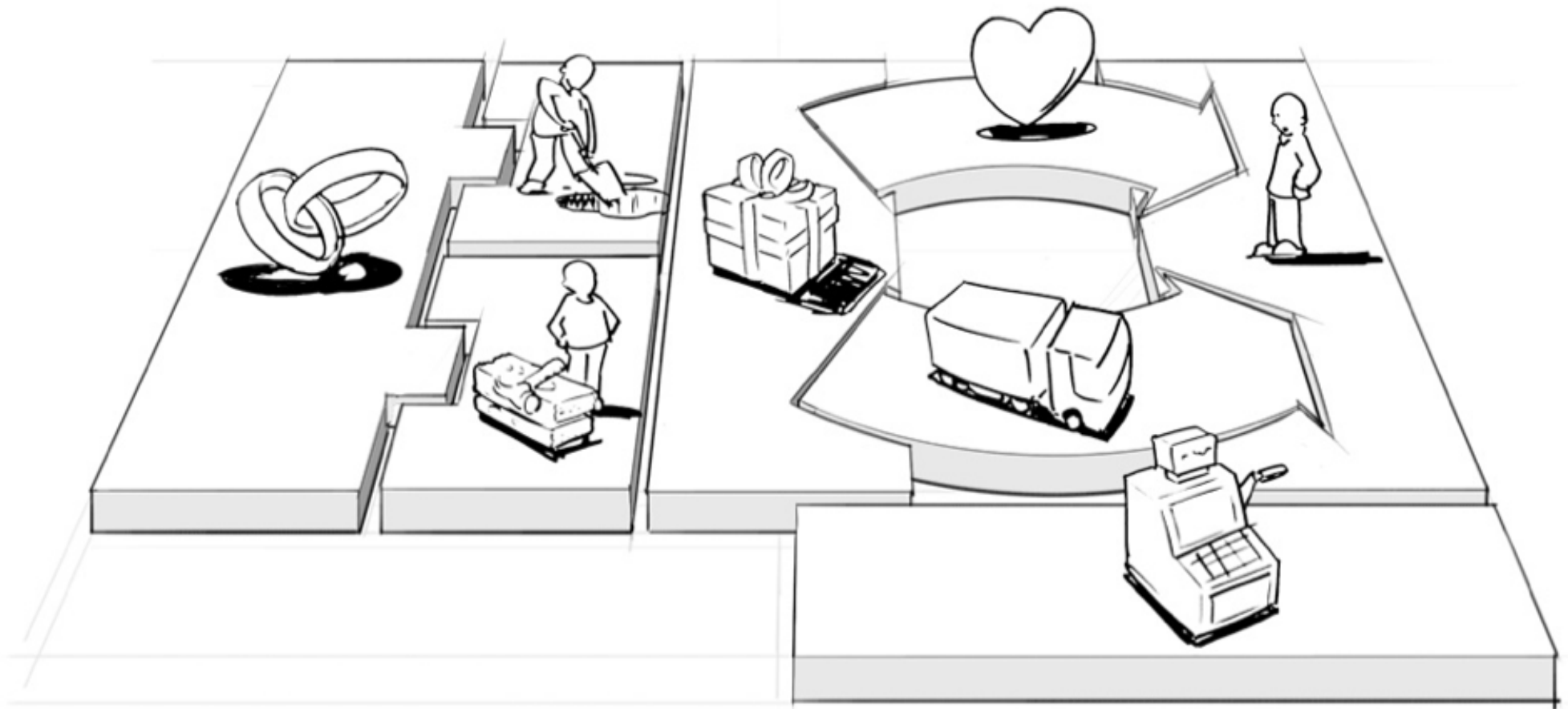
What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?

KEY ACTIVITIES



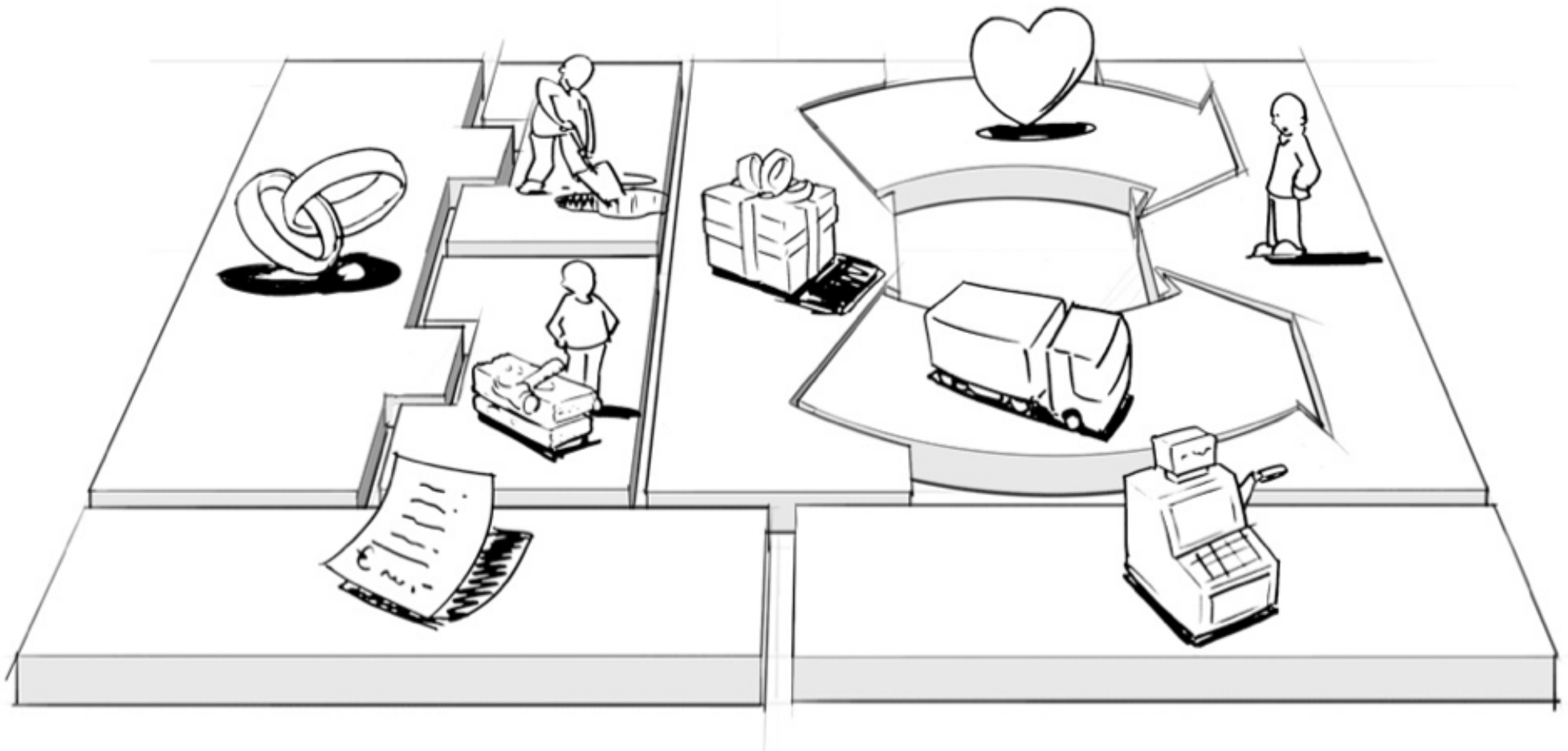
What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?

KEY PARTNERS

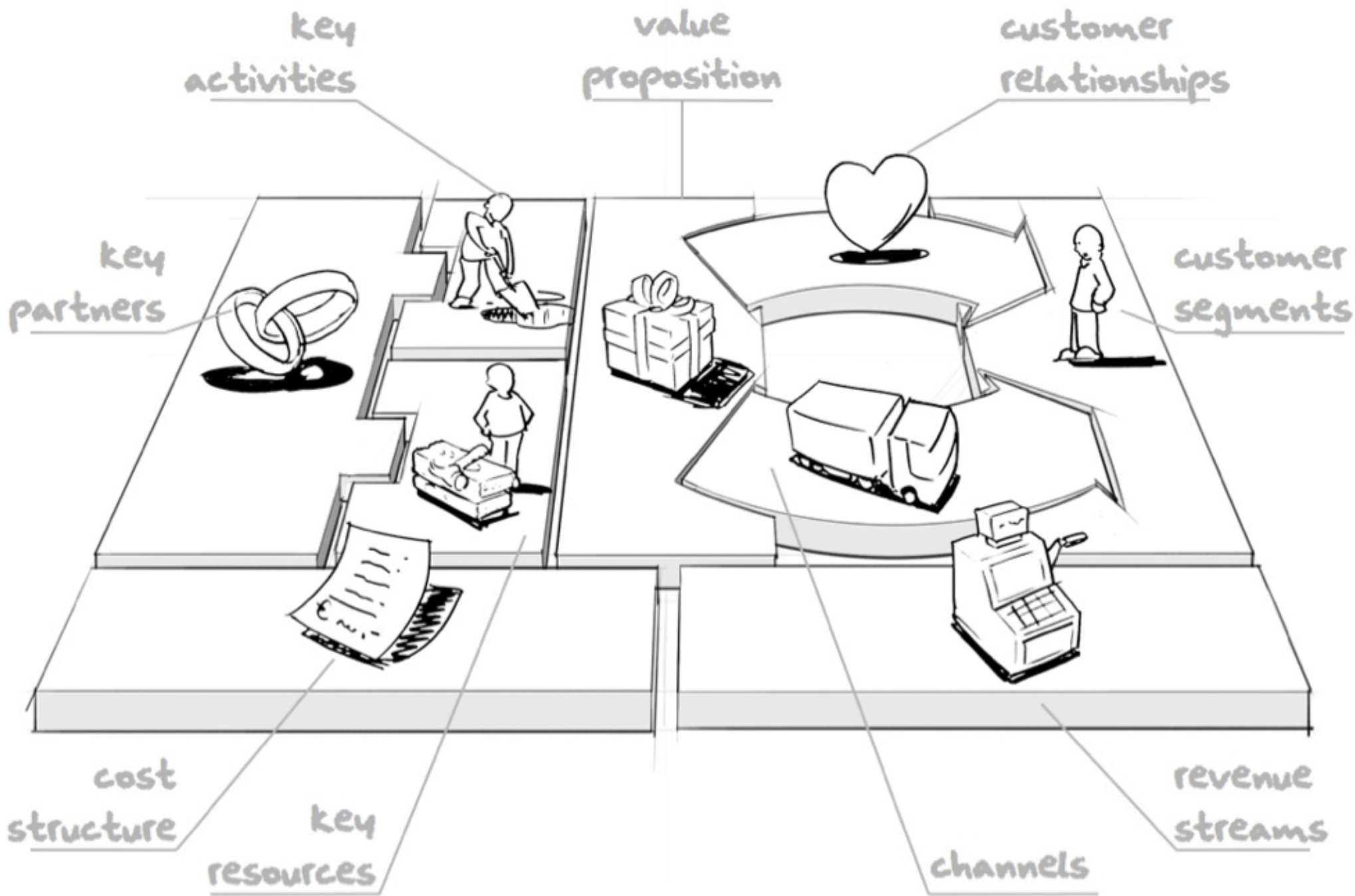


Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

COST STRUCTURE



What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?



The Business Model Canvas

Designed for:

Designed by:

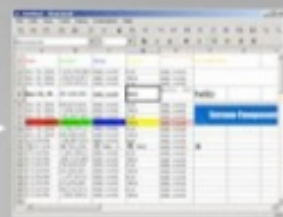
On: Day Month Year

Iteration: No.

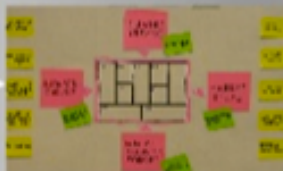
<h3>Key Partners</h3> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>KEY PARTNERS MAY INCLUDE: Suppliers and vendors Providers of physical resources Suppliers of particular resources and activities</p>	<h3>Key Activities</h3> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>KEY ACTIVITIES MAY INCLUDE: Production Problem Solving Platform Network</p>	<h3>Value Propositions</h3> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>VALUE PROPOSITIONS MAY INCLUDE: Features Performance Customization Convenience "Getting the Job Done" Design Brand Name Price Cost Reduction Risk Reduction Reliability Convenience/Usability</p>	<h3>Customer Relationships</h3> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>CUSTOMER RELATIONSHIPS MAY INCLUDE: Personal Assistant Personal Trainer Self-Selling Automated Services Communities Co-creation</p>
<h3>Key Resources</h3> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>KEY RESOURCES MAY INCLUDE: Physical Intellectual (Brand, patents, copyrights, data) Human Financial</p>	<h3>Key Channels</h3> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>KEY CHANNELS MAY INCLUDE: Direct Sales Retail Partners (Wholesalers, retailers, independent retailers and resellers) Distribution Mail Order (High customer acquisition and repeatable sales frequency) Franchising Partners (We often customer acquisition and repeatable sales and cost) Affiliates Other sales Other (We might be a part of customer routines)</p>	<h3>Revenue Streams</h3> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>REVENUE STREAMS MAY INCLUDE: Asset sale Usage Fee Rental/Leasing Fee Advertising/Marketing/Consulting Commission Subscription Fee Royalties</p> <p>REVENUE STREAMS MAY ALSO INCLUDE: One-Time Recurring (Subscription) Performance (Usage-based) License (One-time) Royalty (Ongoing)</p>	<h3>Cost Structure</h3> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>KEY COSTS MAY INCLUDE: Cost of Sales (Direct materials, direct labor, direct expenses, overheads, indirect materials, indirect labor, indirect expenses, overheads) Selling Expenses Administrative Expenses Research and Development General and Administrative Depreciation Amortization Interest Taxes Other</p>



financial
spreadsheets



environment
analysis



implementation
roadmap



SWOT and
uncertainty
analysis



Executive Summary

The Team

Profiles of leadership team
Why we are a winning team

The Business Model

Our vision, mission, values
How our business model works
Value proposition
Target markets
Marketing plan
Key resources and activities

Financial Analysis

Breakeven Analysis
Sales scenarios and projections
Capital spending
Operating costs
Funding requirements

External Environment

The economy
Market analysis and key trends
Competitor analysis
Competitive advantages of model

Implementation Roadmap

Projects
Milestones
Roadmap

Risk Analysis

Limiting factors and obstacles
Critical success factors
Specific risks and their solutions

Conclusion

Annexes



NESCAFÉ.
Dolce
Gusto.



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BY NESTLÉ





ENTREPRENEURSHIP

THANK YOU.



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