

lets make great!

TWO

Week 02 of Entrepreneurial Project

Brian Tam CEO, Let's Make Great! www.letsmakegreat.com @letsmakegreat © Let's Make Great!

“ALL HAPPY COMPANIES ARE DIFFERENT:
EACH ONE EARNS A MONOPOLY BY
SOLVING A UNIQUE PROBLEM.”

ALL FAILED COMPANIES ARE THE SAME:
THEY FAILED TO ESCAPE COMPETITION.

Discuss: What does this quote mean?
Do you agree / disagree with this idea?
Why or why not?

Peter Thiel
Zero to One

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REVIEW

Foundational Theory + Ideas

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WHAT'S THE PURPOSE OF A STARTUP?

▼

**What makes a startup
“a startup”?**

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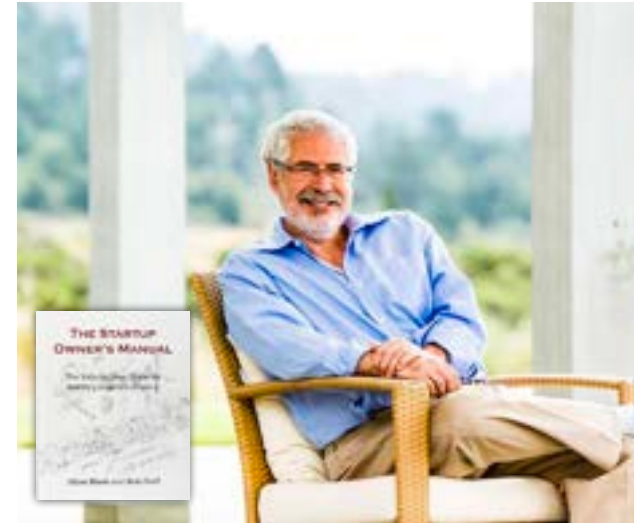
let's make great!
**STARTUPS EXIST
NOT TO
MAKE STUFF,
MAKE MONEY,
OR
SERVE
CUSTOMERS.**

**THEY EXIST TO LEARN
HOW TO BUILD A
SUSTAINABLE BUSINESS.**

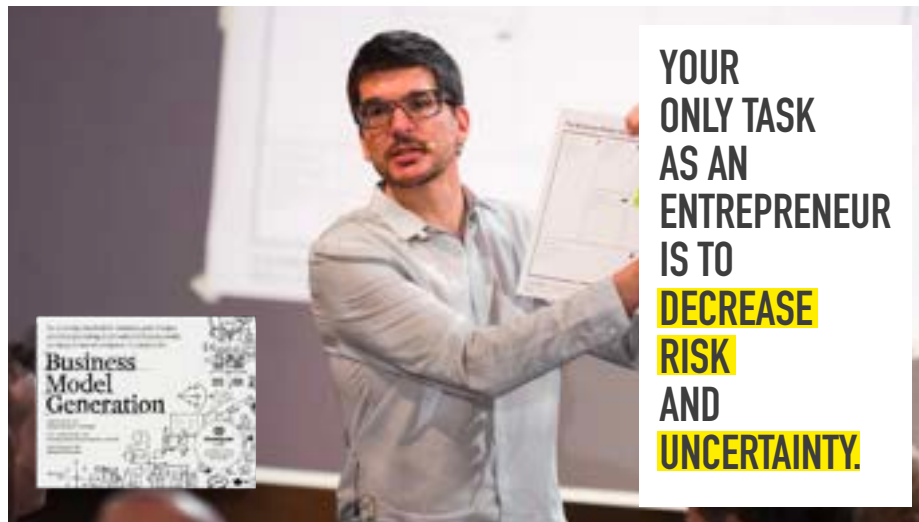
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**A STARTUP
IS
A TEMPORARY
ORGANIZATION
DESIGNED
TO SEARCH
FOR A
REPEATABLE
AND
SCALABLE
BUSINESS
MODEL.**



**YOUR
ONLY TASK
AS AN
ENTREPRENEUR
IS TO
DECREASE
RISK
AND
UNCERTAINTY.**

Entrepreneurial Project: 02

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**SO HOW DO YOU
DO THAT?**



What's the process like?

Brian Tam

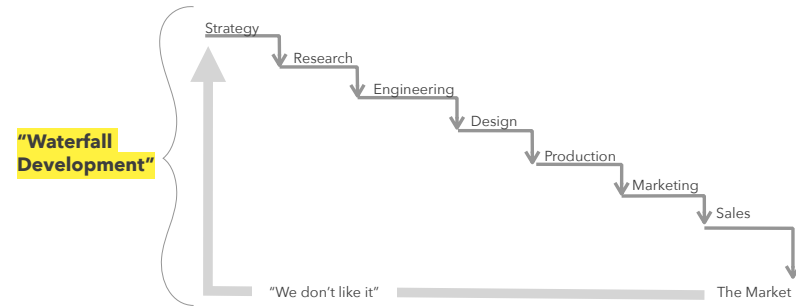
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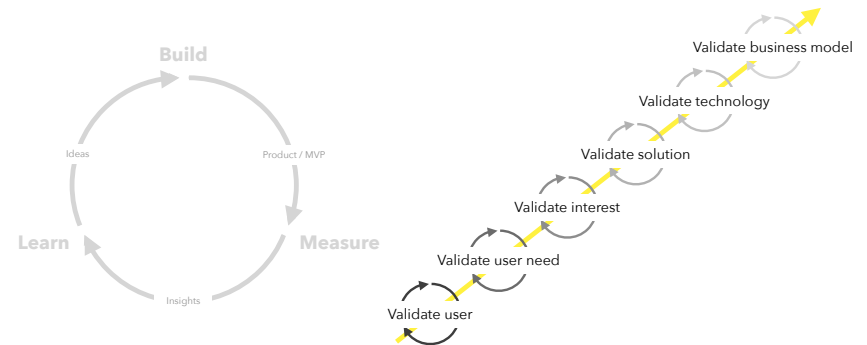
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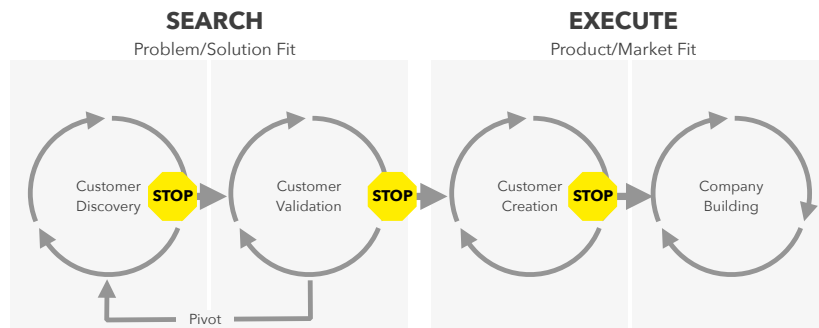
THIS WAS THE TRADITIONAL PROCESS



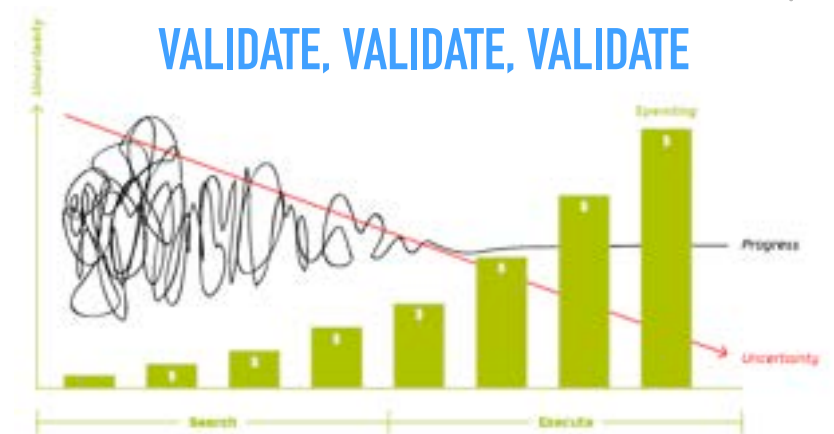
HOW DOES LEAN STARTUP WORK?



WHAT STEP IS YOUR PROJECT IN?



VALIDATE, VALIDATE, VALIDATE



FINDING STARTUP SPEED

3 clips, each 1-2 minutes



Elizabeth Yin:
https://www.youtube.com/watch?v=_b1DeQ6Gkrc



Charles Hudson:
<https://youtu.be/t6V9guhUd?si=x3ScgXo-Ceu9zCf>



Brian Armstrong:
<https://www.youtube.com/watch?v=VBPTFlpv31k>



WHAT IS YOUR GOAL?

▼
Why do you want to do this really, really hard thing?



WHAT WILL THIS SECTION BE LIKE?

Founders helping founders

- ▶ Prepare the situation (teams, 8 mins)
- ▶ 1 team will present their case
 - ▶ Others: help however you can
 - ▶ 5-15 minutes
- ▶ 2-4 teams in total

What helps?

- ◆ Tool/ Resources
- ◆ Quotes
- ◆ Diagnosis
- ◆ Network
- ◆ Frameworks
- ◆ Articles/ videos
- ◆ Experience
- ◆ **Your attention**

PREPARE YOUR CASE

Discuss in your teams

- ▶ What's your situation / goal this week?
- ▶ What's *stopping* you/the team from achieving it?
- ▶ What would you like us to *focus on*?

8 minutes

“THE TEST OF A FIRST-RATE INTELLIGENCE IS THE ABILITY TO

HOLD TWO OPPOSED IDEAS IN MIND AT THE SAME TIME AND STILL RETAIN THE ABILITY TO FUNCTION.



— F. Scott Fitzgerald

HELP EACH OTHER

Listen to each team's case

- ▶ Summarize their question
 - ▶ Check understanding
 - ▶ Then add your feedback / advice
 - ▶ Build on each other's feedback

TEAM

Co-Working Time

TEAM TIME: REMAINING TIME

This is your time

- ♦ Use it as a:
 - ♦ weekly meeting
 - ♦ co-work sess
 - ♦ feedback from other teams/Brian

“NOT LAUNCHING CAN BE PAINFUL,
BUT NOT LEARNING
CAN BE FATAL.”



Drew Houston
Dropbox Founder

NEWS

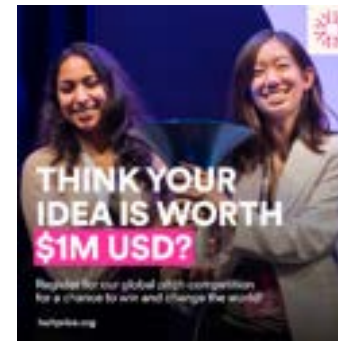
Updates & Class Info

MOODLE INFORMATION

Access here:

- ✦ **Course link:**
https://moodle.novasbe.pt/course/view.php?id=6111
- ✦ **Course full name on Moodle:**
2756_Entrepreneurial Project_2425_S2
- ✦ **Course short name on moodle:**
2756_2425_S2
- ✦ **Enrollment Key:**
EntrepreneurialProject2025

HULT PRIZE



The Hult Prize challenges young people around the world to solve the planet's most pressing issues through social entrepreneurship.



+27
Countries



+22K
Annual Participants



+6M
Alumni



+2K
Annual Experts

<https://www.hultprize.org/join-the-hult-prize/>

GUEST MENTORS

Future classes

- ✦ Volunteering: Brian's friends & contacts
- ✦ Let me know *who you might want to talk to?*
 - ✦ Other founders?
 - ✦ Experts?
 - ✦ Any specific background?