



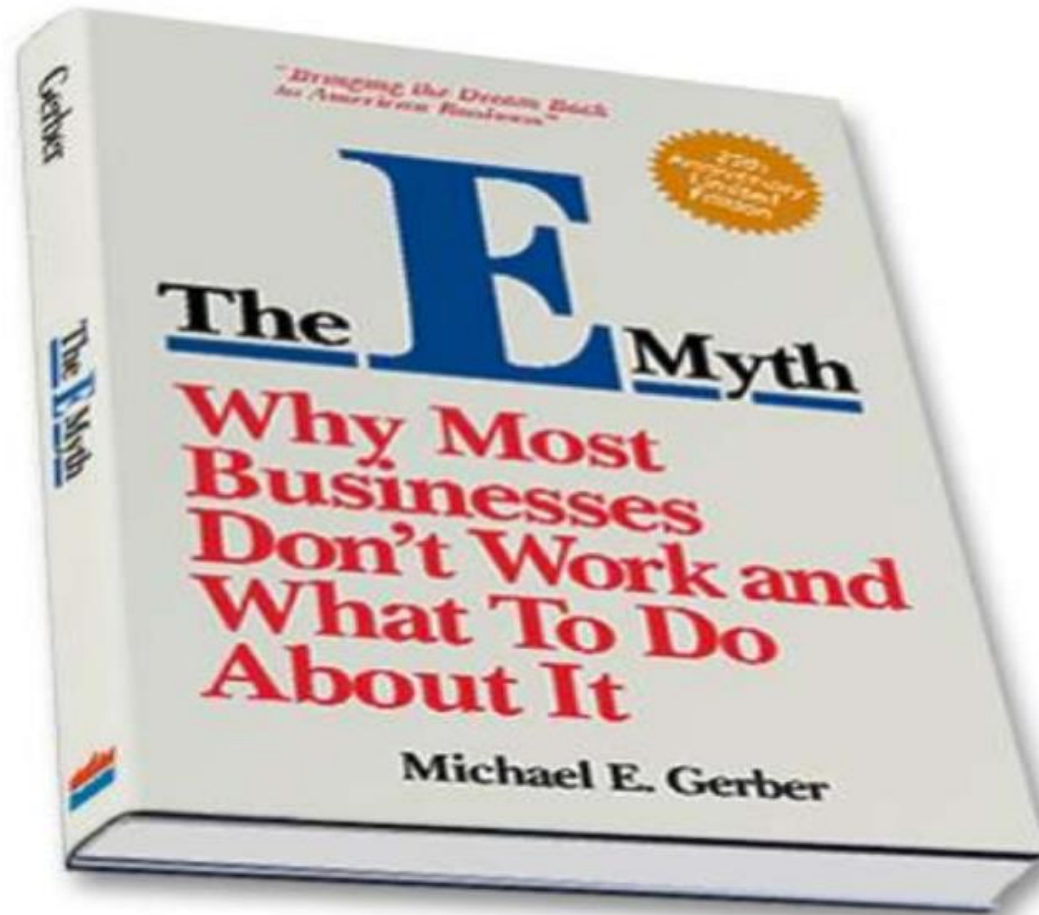
TTC - MESTRADO EM MICROBIOLOGIA APLICADA
IE - MESTRADO EM MATEMÁTICA APLICADA ECONOMIA & GESTÃO
ITT – ENGENHARIA BIOMÉDICA E BIOFÍSICA
IE - OPCIONAL PARA 2º CICLO

FCUL – 2019/2020

AULA 8
27 ABRIL 2020

Sumário

- ⦿ O Mito do empreendedor. Visão e Missão.
- ⦿ BM Canvas:
 - Capacidades e competências.
 - Actividades e Recursos chave
 - Parcerias
- ⦿ Tipos de Modelo de Negócio
- ⦿ Comunicação

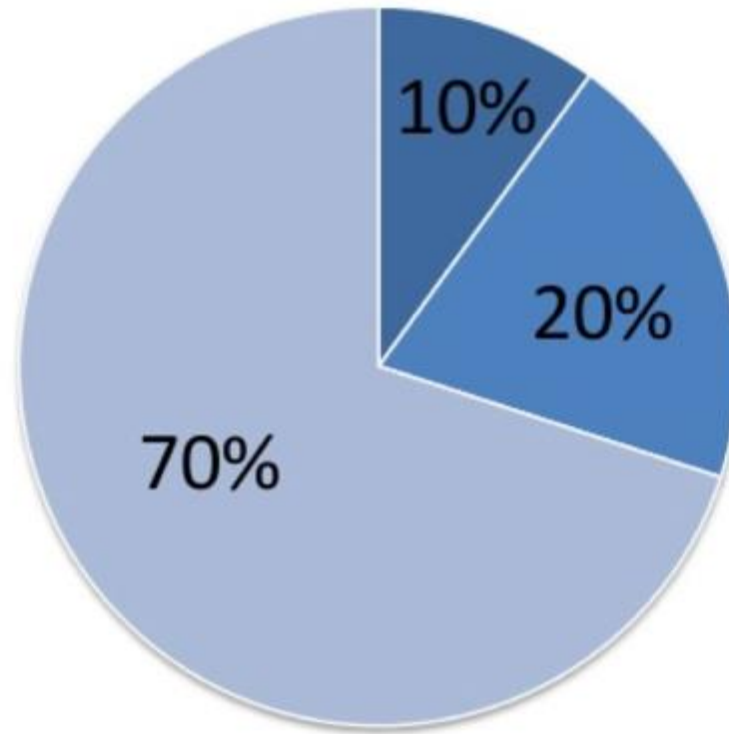


<https://www.youtube.com/watch?v=XP3wm63KS8E>

What is E-Myth?

- ENTREPRENEURIAL MYTH
- “Small businesses are started by entrepreneurs risking capital to make profit.”
- Belief in this leads to small business failure
- Fatal Assumption
 - “If you understand the technical work of a business, you understand a business that does that technical work.”

ENTREPRENEUR MYTH



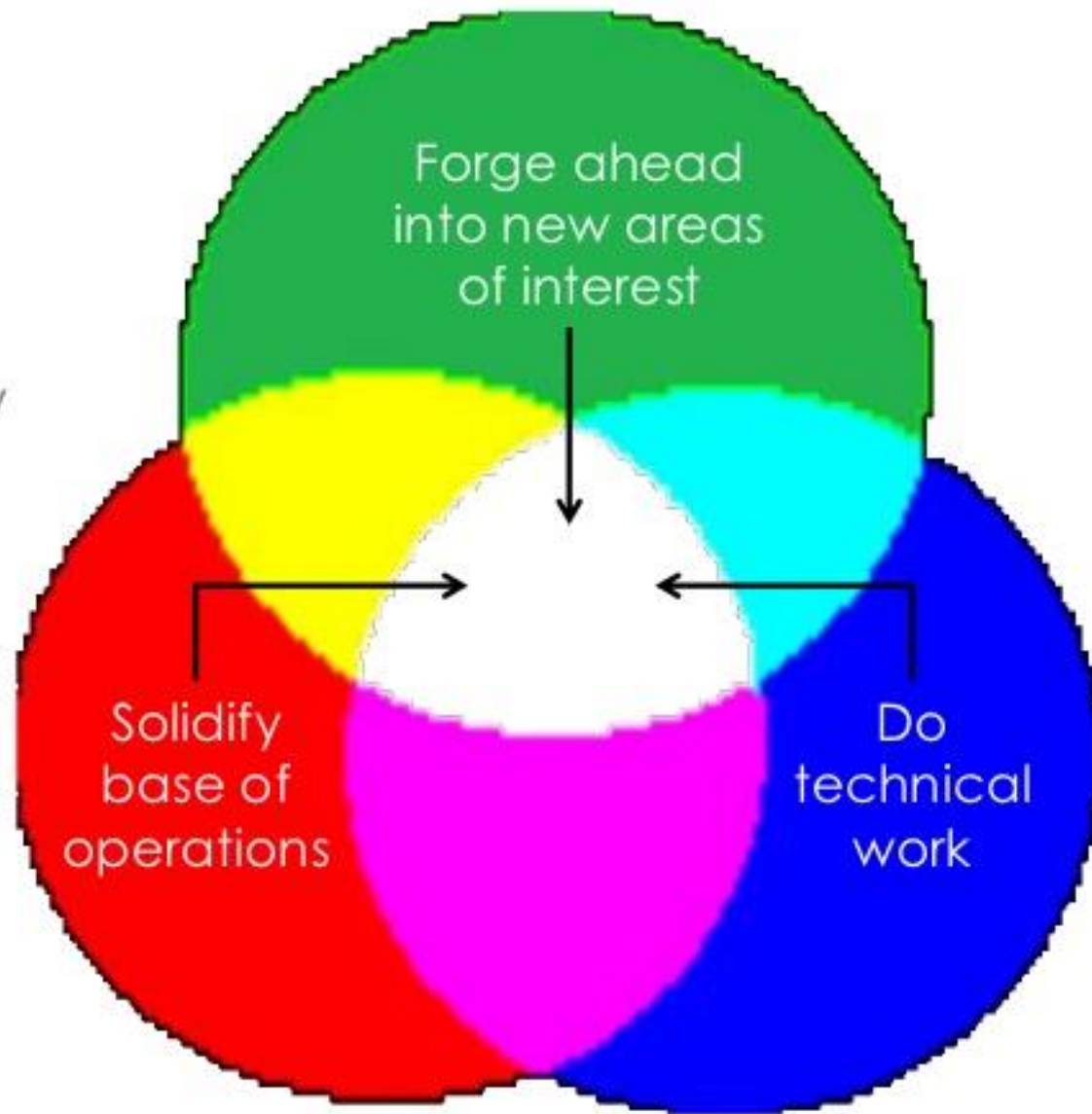
■ Empreendedor

■ Gestor

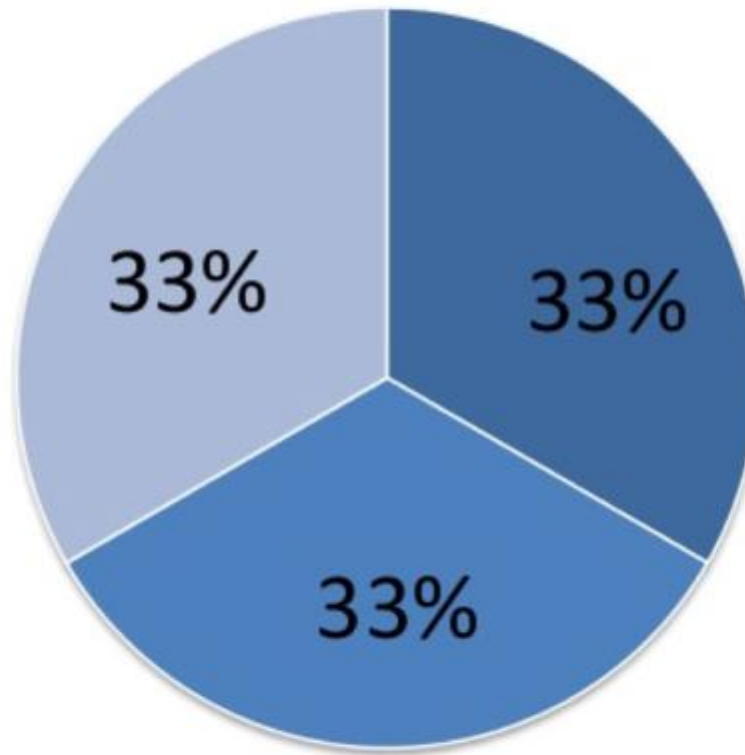
■ Técnico

Goal for the 3 Personalities: BALANCE

- ✓ Results in an incredibly competent individual
- ✓ Can be found in the Franchise Prototype



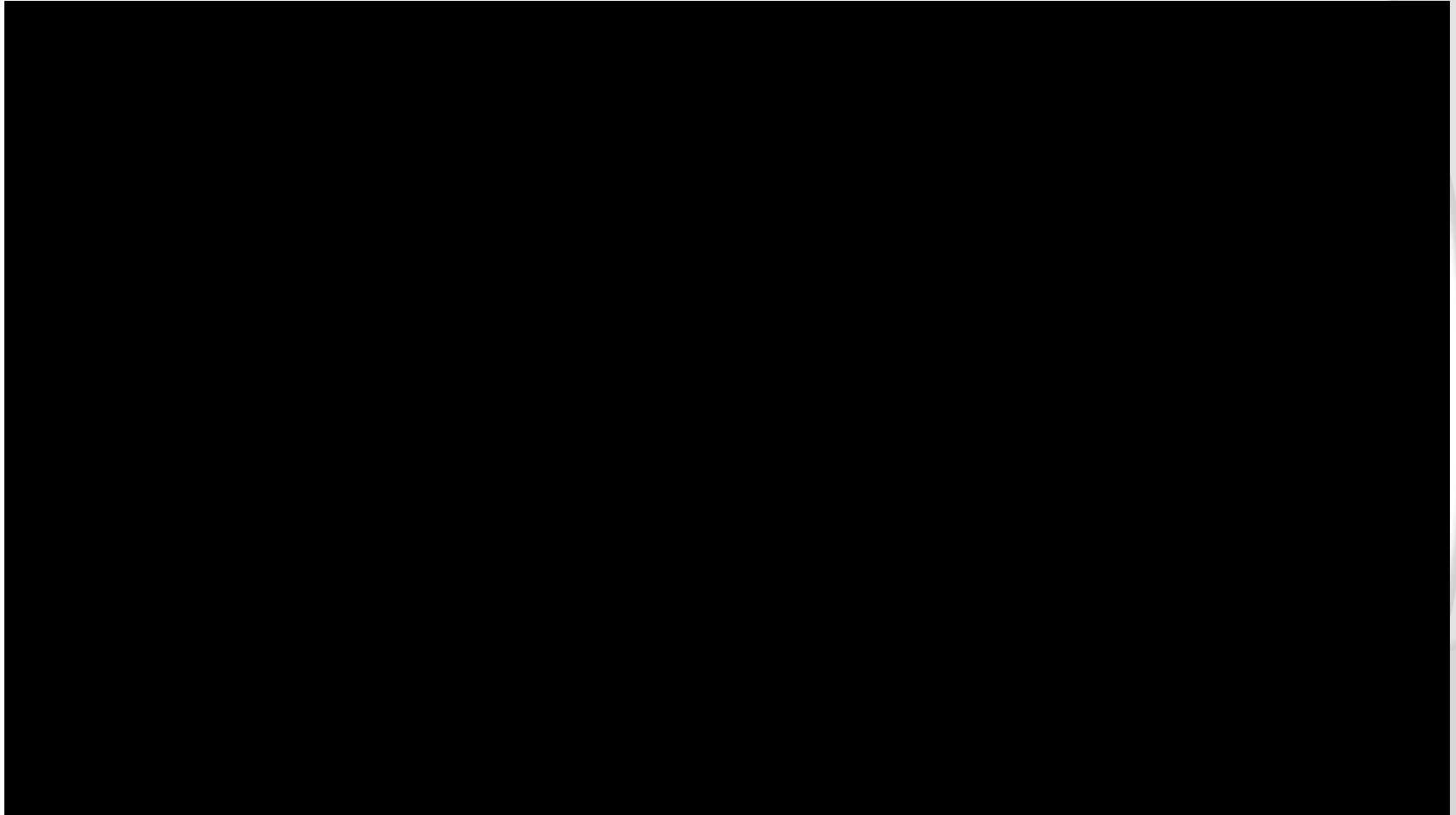
ENTREPRENEUR MYTH



■ Empreendedor ■ Gestor ■ Técnico

Work ON it not IN it

1st AIM – VISION & MISSION



VISION & MISSION

- ① **Vision:** Defines the way an organization or enterprise will look in the future.
Vision is a long-term view, sometimes describing how the organization would like the world to be in which it operates.
- ① For example, a charity working with the poor might have a vision statement which reads "A World without Poverty."

VISION & MISSION

- ◎ **Mission:** Defines the fundamental purpose of an organization or an enterprise, succinctly describing why it exists and what it does to achieve its Vision.
- ◎ It is sometimes used to set out a "picture" of the organization in the future. A mission statement provides details of what is done and answers the question: "What do we do?"
- ◎ For example, the charity might provide "job training for the homeless and unemployed."

Our Mission and Vision

Our mission is to discover new ways to improve and extend people's lives.

We use science-based innovation to address some of society's most challenging healthcare issues. We discover and develop breakthrough treatments and find new ways to deliver them to as many people as possible. We also aim to provide a shareholder return that rewards those who invest their money, time and ideas in our company.

Our vision is to be a trusted leader in changing the practice of medicine.



Company: [TED](#)

Mission: Spread ideas.

Vision: We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world.

Why it works: The TED mission to “spread ideas” is a simple demonstration of how they serve. The vision is all about impact, how spreading ideas invokes change in the world.



Company: [Amazon](#)

Mission: We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience.

Vision: To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.

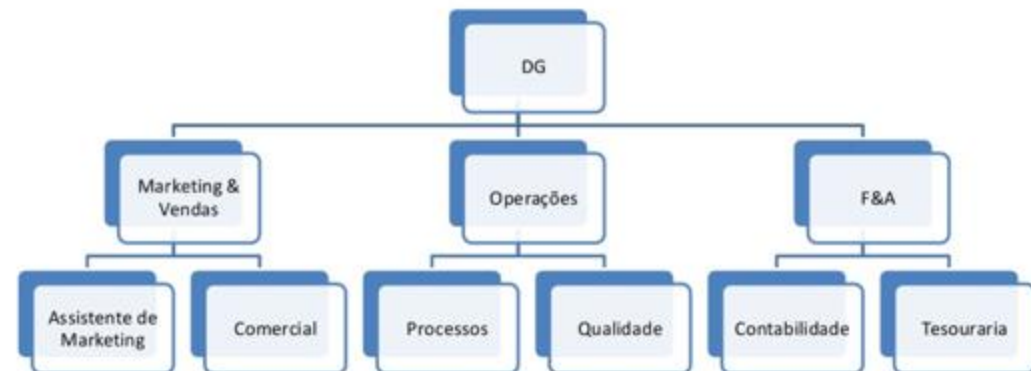
Why it works: Amazon's mission is cut-and-dry about what they offer to customers. The vision takes the offerings farther, saying their company will offer “anything” customers want.

Other Systems

- ◉ Goals & strategy
- ◉ Team & organization flowcharts
- ◉ Information flow systems
- ◉ Marketing systems

.....

Organigrama



NO PROCESSES



WITH PROCESSES



Nothing Else Matters

James Hetfield, Lars Ulrich
Arr: Raif Husicic

$\text{♩} = 69$

6

p *Ped.*

** Ped.*

** Ped.*

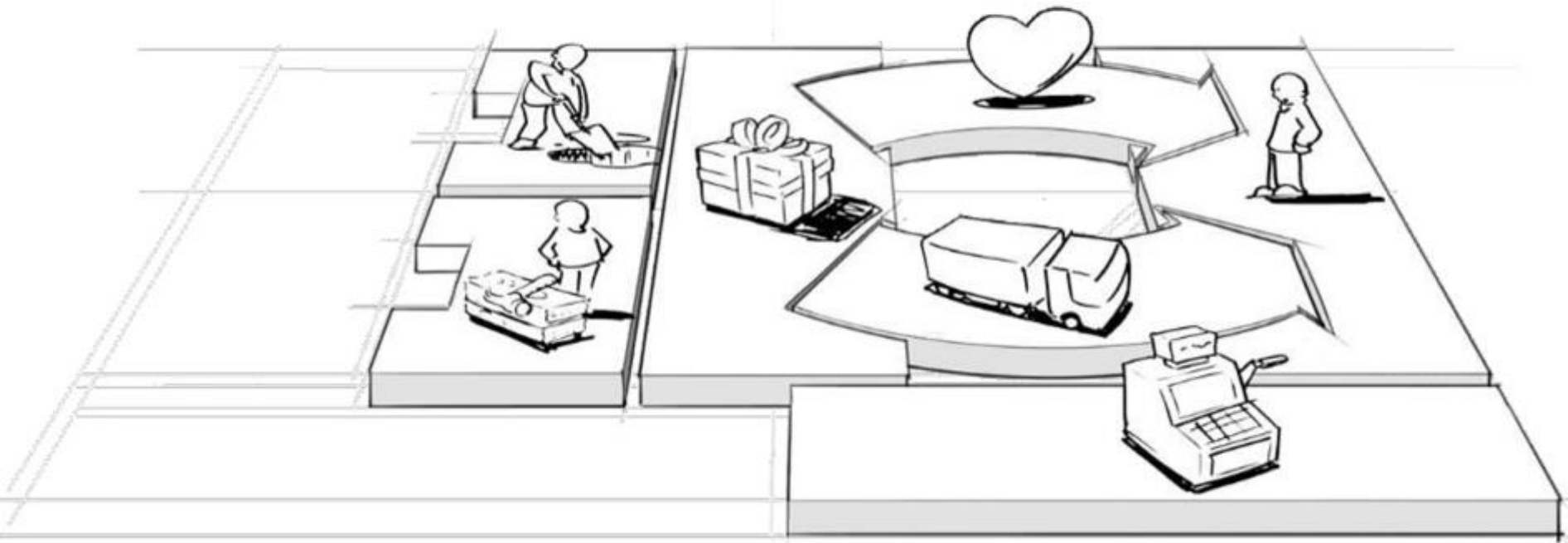
HOW DO I BUILD SYSTEMS?

SKILLS & CORE COMPETENCIES

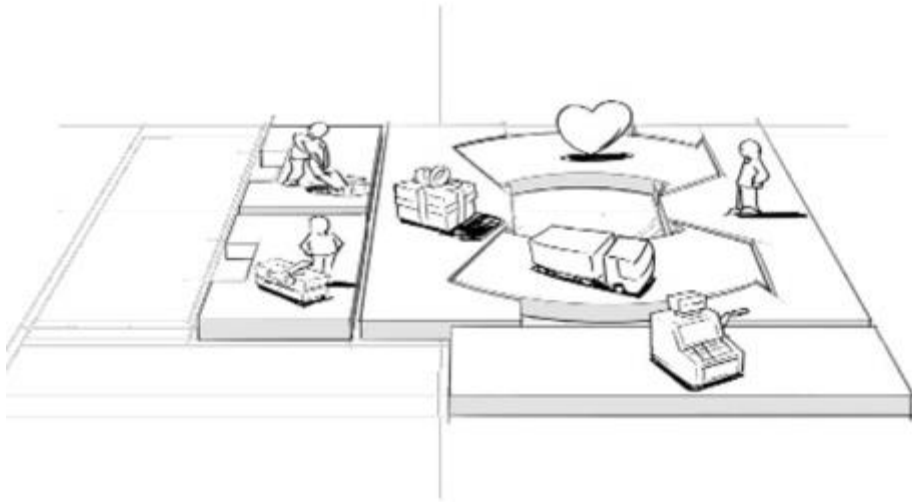
- ⦿ What you have that no one has?
- ⦿ What can you do that is critical to success?

- ⦿ What do you need?
- ⦿ What is it that you don't need?
- ⦿ Who can be key? Why?

KEY ACTIVITIES

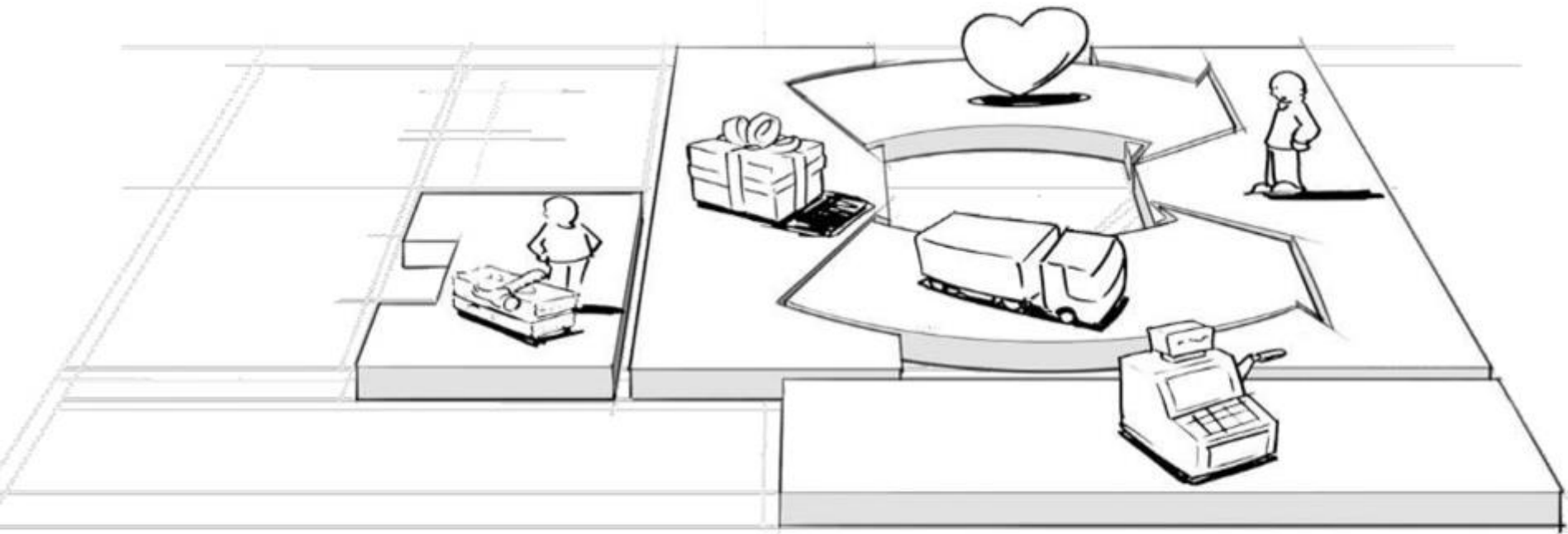


KEY ACTIVITIES

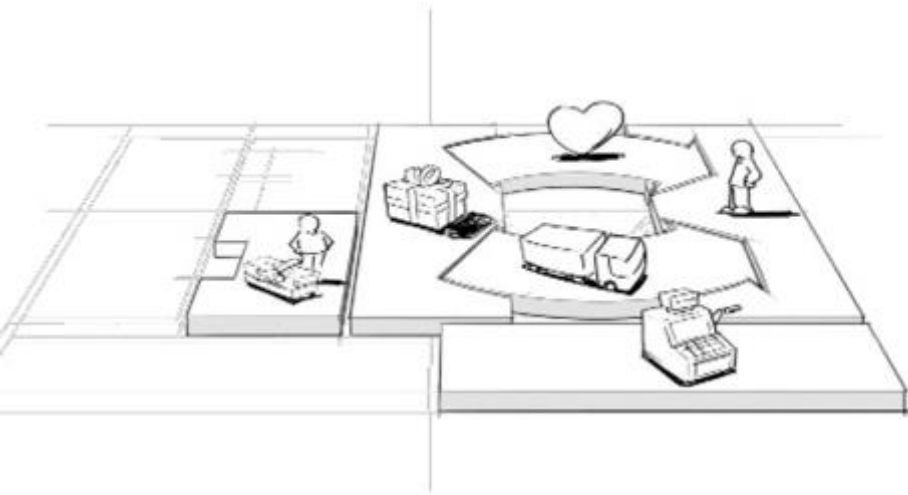


- What are the critical activities demanded by the model?
- How can they be optimized?
- Which ones can be automated?
- Which ones can be outsourced?

KEY RESOURCES

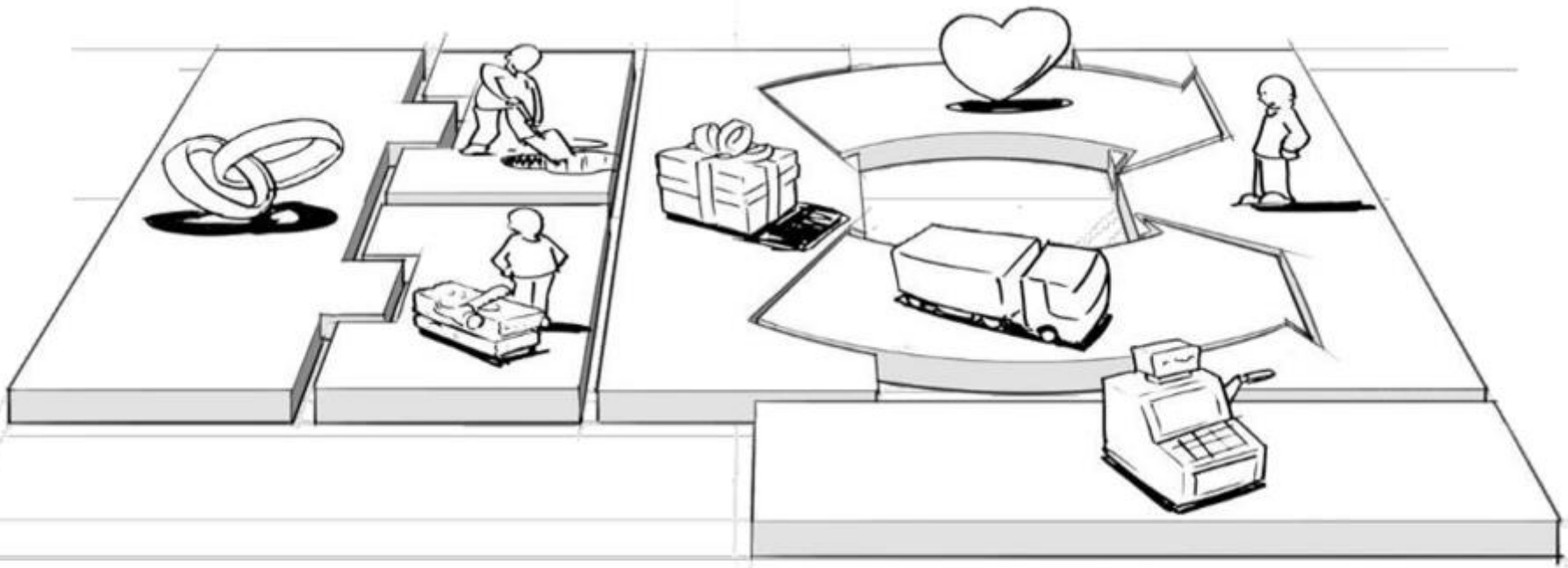


KEY RESOURCES

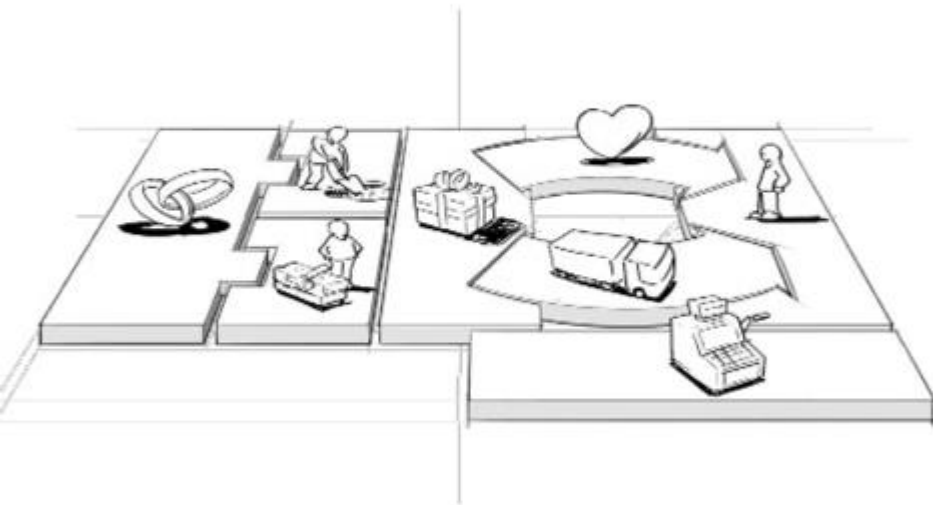


- What are the critical resources?
- What are their characteristics?
- How can I get them?
- How can I maintain them?

KEY PARTNERS



KEY PARTNERS



- What are the critical partners & suppliers demanded by the model?
- What are the key resources to our business that we are outsourcing?
- What kind of partnerships do I need?

TYPES OF PARTNERSHIPS

- Strategic Alliances between complementary companies
- Coopetition: strategic partnerships between competing companies
- Joint-Ventures to develop new businesses opportunities
- Supplier/buyer relationships for strategic supplies

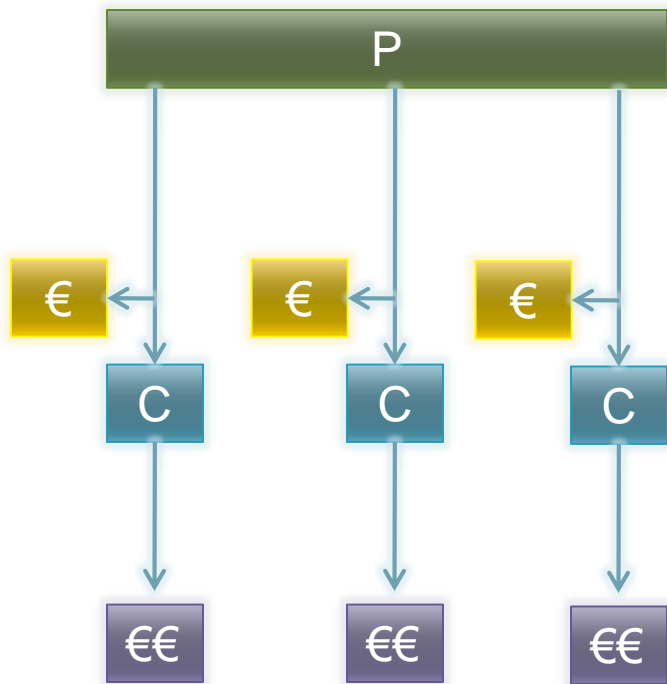
MOTIVATIONS OF PARTNERSHIPS

- Scale Economies
- Risk & uncertainty reduction
- Activities or resources acquisition
- Internationalization costs reduction



BUSINESS MODELS

BUSINESS MODEL (1)



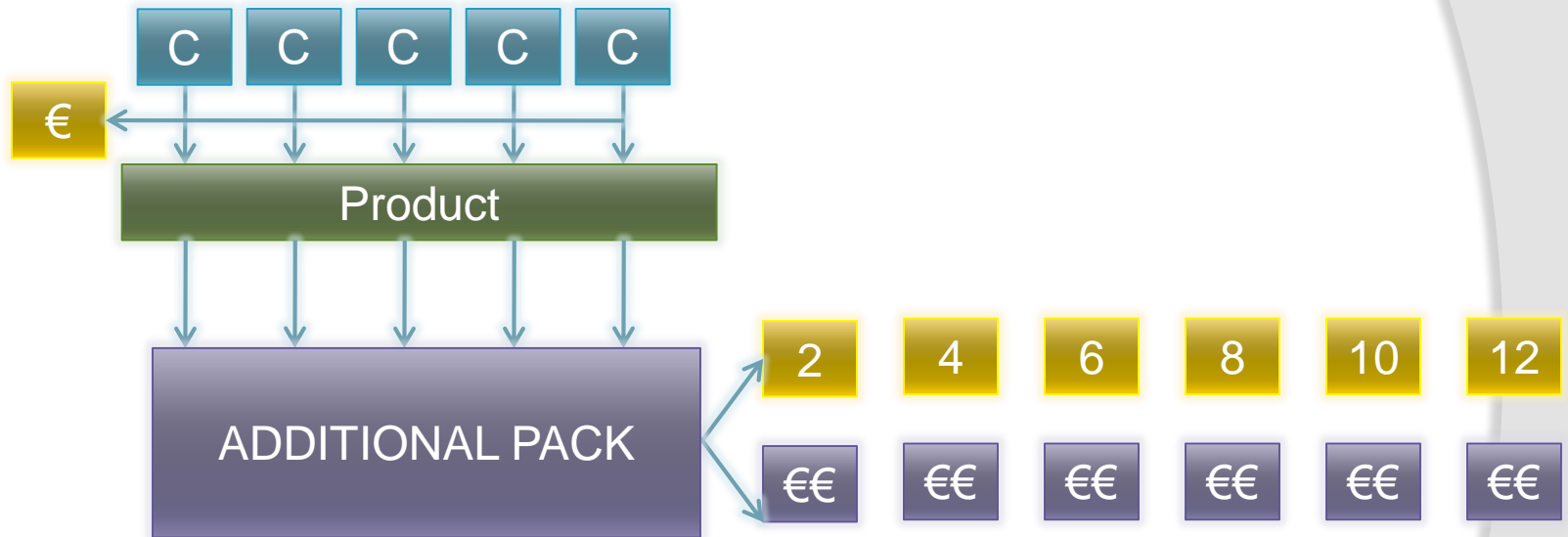
**Underachievement
method**

BUSINESS MODEL (2)



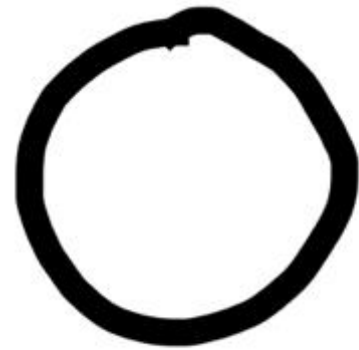
**Market funnel
method**

BUSINESS MODEL (3)

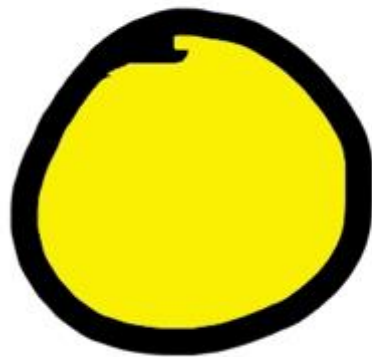


**Continuity Income
method**

DON'T REINVENT
THE WHEEL



JUST REDESIGN IT



OTHER BUSINESS MODELS

- Transaction
- Usage
- Rental
- Licensing
- Subscription
- Pre-paid
- Freemium
- Pay-per-use
- Intermediation
- Publicity

TRANSACTION



1.230.000 €

USAGE



RENTAL



Single Bedroom in the...
Rua Maria, nº59, 4º



Alcantara Tejo
Rua Primeiro de Maio



Single Bedroom in the...
Rua Maria, nº 59, 4º



proprietario
rua diego cão , 1419, 2



Apartamento para alu...
Rua cidade de benguela 257



Near Nova Unis - Inter...
Rua Ramalho Ortigão



Arrenda-se quarto
Rua de Gustavo de Matos Sequeira



T2 em Telheiras (Paço...
Paço do Lumiar



Uniplaces



airbnb

LICENSING

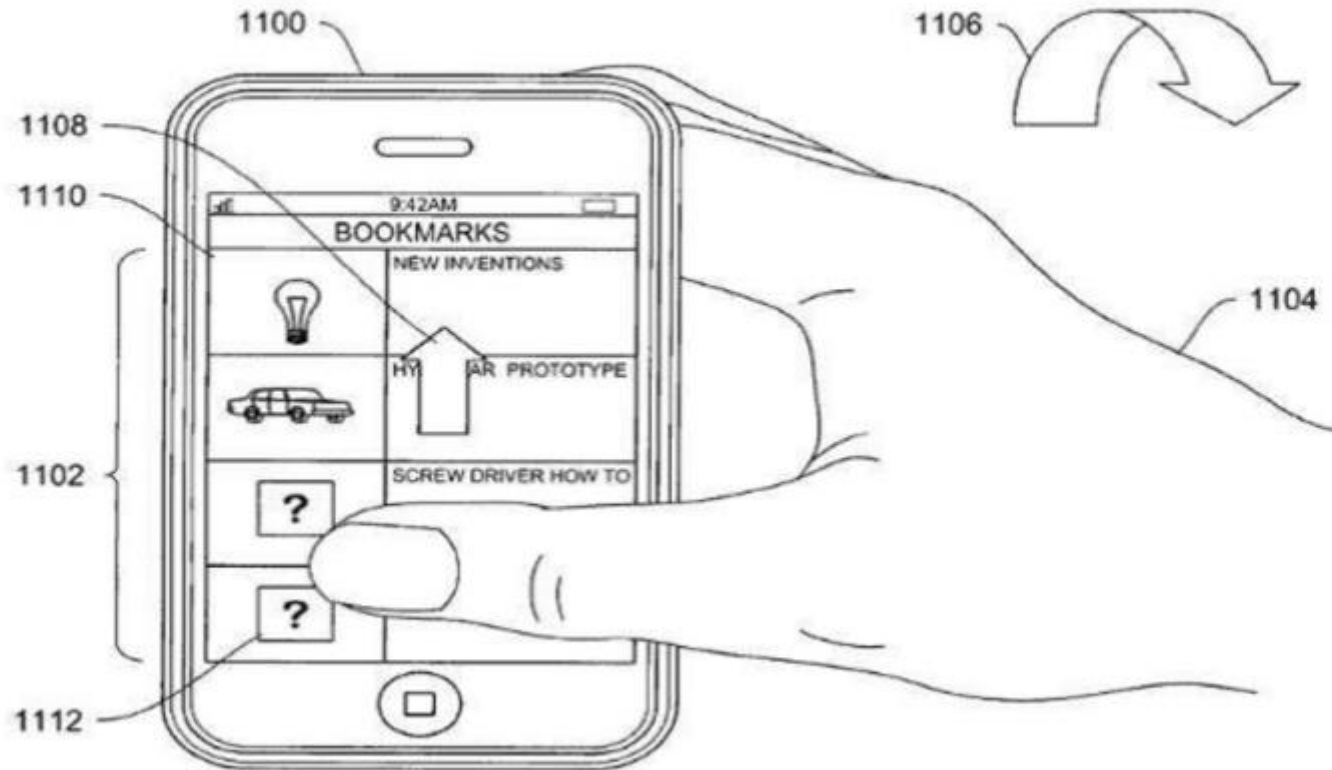


FIG. 11

BUSINESS MODEL TYPES

ANALOGY	HOW IT WORKS
BROKERAGE	Bring together and facilitate transactions between buyers and sellers, charging a fee for each successful transaction.

The eBay logo is displayed in its signature multi-colored font: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green. A small 'tm' trademark symbol is positioned at the top right of the 'y'.The PayPal logo is shown in a bold, blue, italicized sans-serif font. A small 'tm' trademark symbol is located at the top right of the 'l'.The RE/MAX logo features a blue and red hot air balloon on the left with 'RE/MAX' written on it. To the right, the text 'RE/MAX' is written in a bold, red, sans-serif font with a blue diagonal slash through the 'E'. A registered trademark symbol (®) is at the end.

BUSINESS MODEL TYPES

ANALOGY	HOW IT WORKS
FREEMIUM	Offer basic services for free but charge for upgraded or premium services.



BUSINESS MODEL TYPES

ANALOGY	HOW IT WORKS
LEASING	Make high-margin, high-cost products affordable by having the customer rent them rather than buy them.



BUSINESS MODEL TYPES

ANALOGY	HOW IT WORKS
LOW-TOUCH	Offer low-price, low-service version of a traditionally high-end offering.



BUSINESS MODEL TYPES

ANALOGY	HOW IT WORKS
NEGATIVE OPERATING CYCLE	Generate high profits by maintaining low inventory and having the customer pay up front for a product or service to be delivered in the future.

amazon

The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points towards the letter 'z'.

FARFETCH

The Farfetch logo features the word "FARFETCH" in a bold, uppercase, sans-serif font. Each letter is filled with a different color: 'F' is red, 'A' is orange, 'R' is yellow, 'F' is red, 'E' is yellow, 'T' is red, 'C' is orange, and 'H' is yellow.

BUSINESS MODEL TYPES

ANALOGY	HOW IT WORKS
PAY-AS-YOU-GO	Charge the customer for metered services based on actual usage metrics.



BUSINESS MODEL TYPES

ANALOGY	HOW IT WORKS
HOOK & BAIT (RAZORS/BLADES)	Offer the higher-margin “razors” for low or no cost to make profits by selling high-volume, low-margin “blades”.

The logo for Gillette, featuring the word "Gillette" in a bold, blue, italicized serif font.The Nespresso logo, featuring a stylized brown 'N' followed by the word "ESPRESSO" in brown capital letters, with a registered trademark symbol (®) to the right.

BUSINESS MODEL TYPES

ANALOGY	HOW IT WORKS
REVERSE HOOK & BAIT (RAZORS/BLADES)	Offer the low-margin “blades” for low or no cost to encourage sales of the higher-margin “razors”.



BUSINESS MODEL TYPES

ANALOGY	HOW IT WORKS
SUBSCRIPTION	Charge the customer a subscription fee to gain access to a product or service.

The Netflix logo is displayed in a bold, red, sans-serif font. The letters are slightly shadowed, giving it a three-dimensional appearance. The logo is centered within a solid black rectangular background.

You can check more business models types online. For example:

<https://bstrategyhub.com/50-types-of-business-models-the-best-examples-of-companies-using-it/>



COMUNICAÇÃO



HOW TO DO IT



Good Presentation

Preparation of presentation



Body Language



BODY LANGUAGE



- ✓ Open your chest and arms and keep your back straight
- ✓ Smile, it's our most powerful weapon
- ✓ Gesture with your arms and hands
- ✓ Look your audience in the eye
- ✓ Keep calm and be confident
- ✓ Walk through the room during your presentation
- ✓ Avoid turning your back to your audience
- ✓ To encourage participation use open gestures and walk around and toward people
- ✓ Take time to think if someone poses a question and answer calm and slowly

BODY LANGUAGE (2)

- ✓ **Be ware of your posture**
- ✓ Smile, it's our most powerful weapon – **avoid facial expressions**
- ✓ Look your audience in the eye – **Get framed & Look at the camera**
- ✓ **Stay engaged! don't answer your phone! Mute the sound**
- ✓ **Dress for success**

DESIGN

PREPARATION OF THE
PRESENTATION

Structured and organized
presentation & attention to design

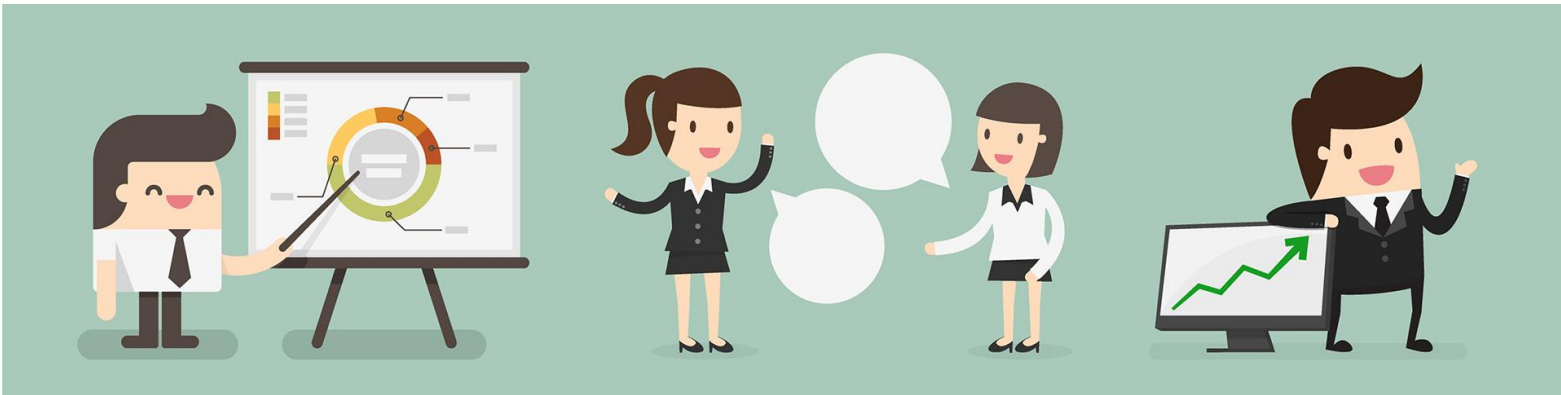


PREPARATION OF
THE PRESENTATION

Testing and rehearsing
are crucial tasks

PREPARATION OF THE PRESENTATION

- ✓ Know the location and try to anticipate technical/physical limitations



PREPARATION OF THE PRESENTATION

First few
minutes
have to be
engaging!!





No
**engagement
or interaction**

DESIGNED BY STINSON

PREPARATION OF
THE PRESENTATION

Think of ways to engage
and interact with your
audience

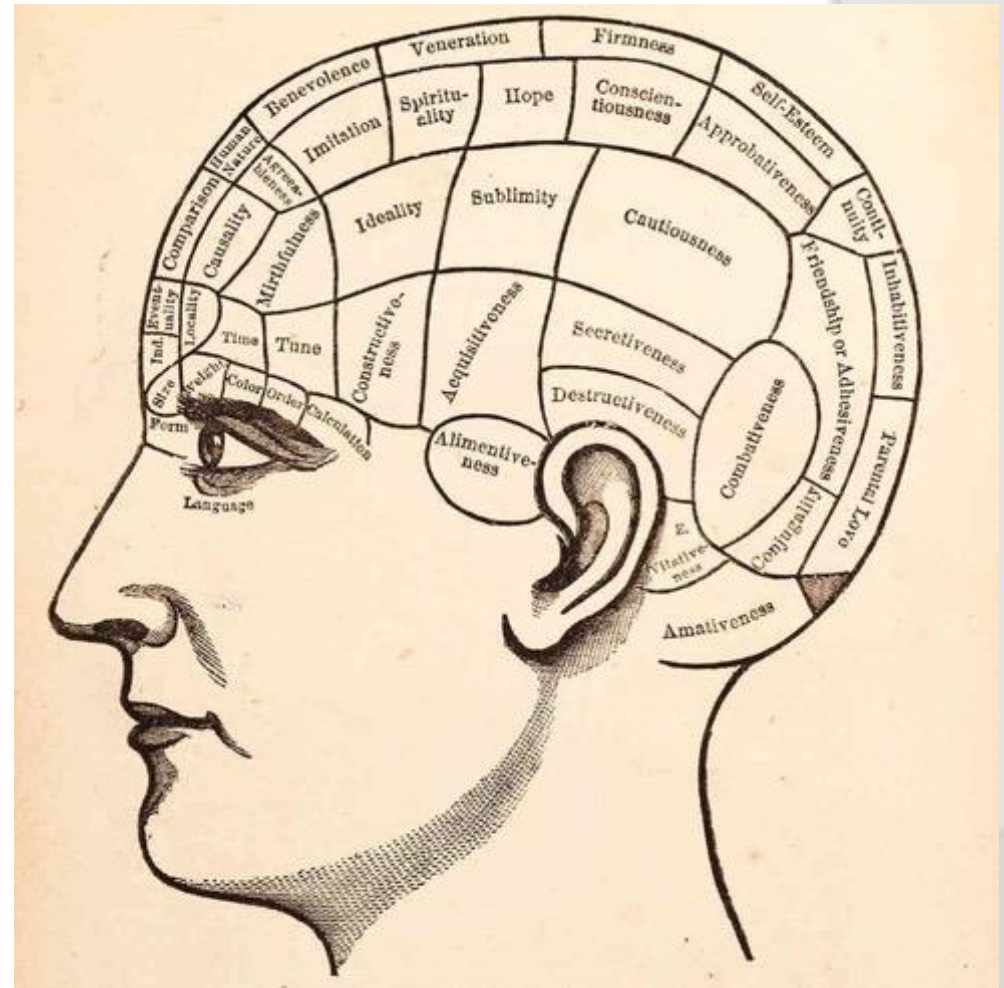


PREPARATION OF THE PRESENTATION

Avoid slides with too
much data/text/charts

PREPARATION OF THE PRESENTATION

Start with simple
ideas and then
add levels of
complexity





PREPARATION OF THE PRESENTATION

Use visual anchors,
analogies and metaphors



Transition & animation **overload**

DESIGNED BY STINSON

PREPARATION OF
THE PRESENTATION

Stop with transition &
animation madness

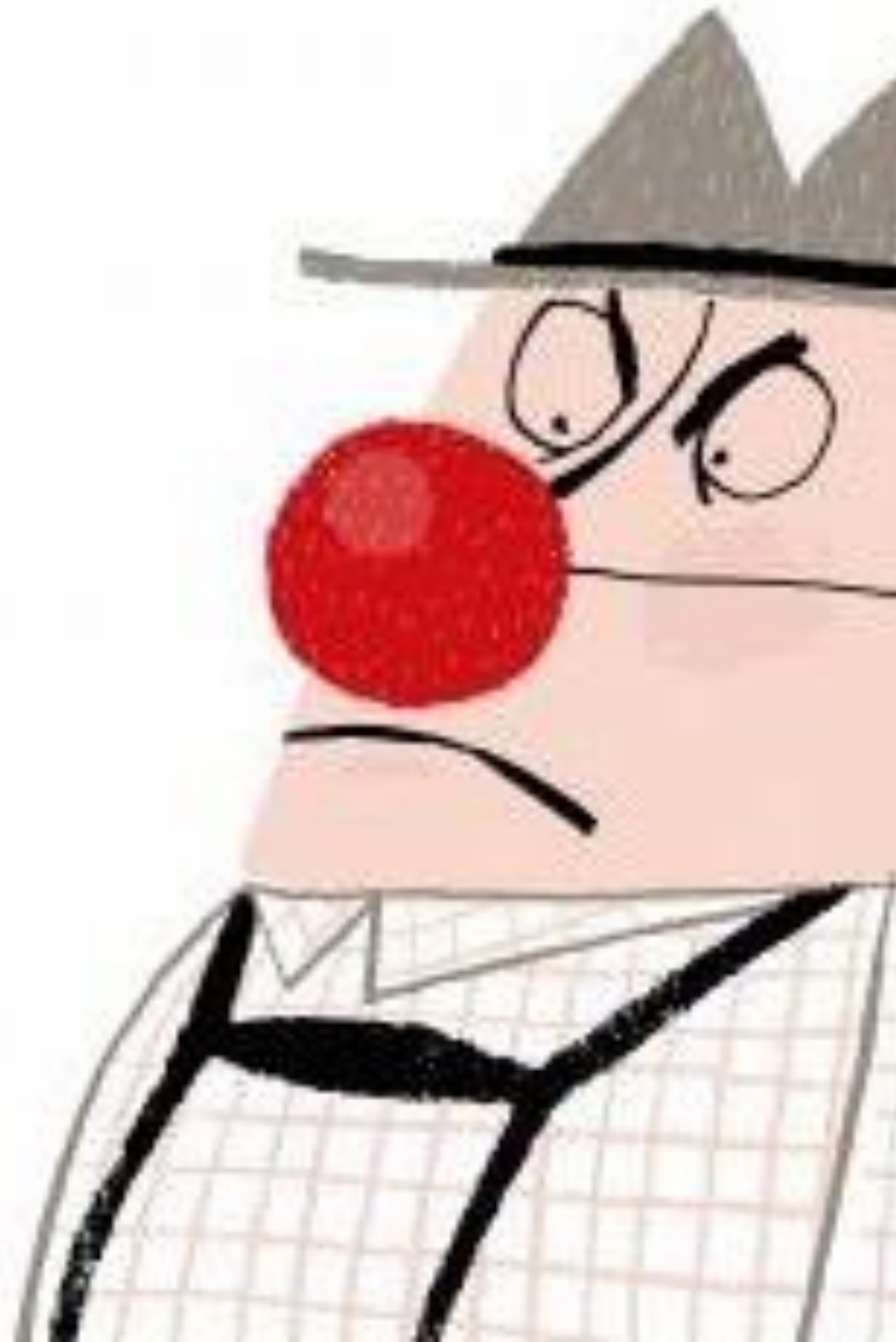


PREPARATION OF THE PRESENTATION

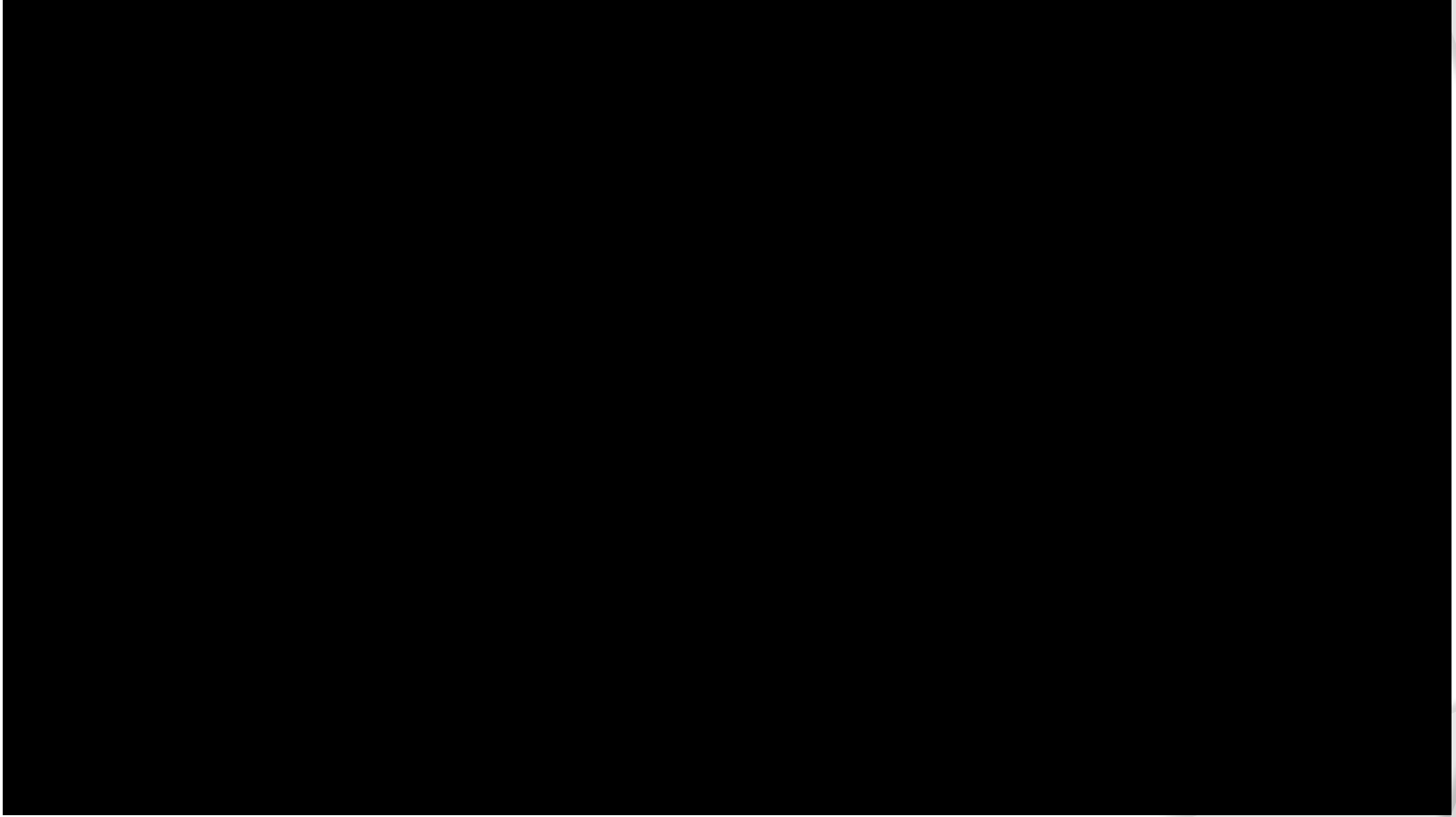
Don't use the presentation
as a script but as a
complement

PREPARATION OF THE PRESENTATION

Avoid lack of
humor, passion
and enthusiasm!
SMILE!! 😊



STORYTELLING







ELEVATOR PITCH



8 STEPS FINAL PITCH

1

INTRODUCTION

My name

The name of the
project/company

WHAT YOU DO IN 5 SEC

SIMPLE STATEMENT OF WHAT CHANGE YOU AND YOUR PRODUCT ARE MAKING IN THE WORLD

A memorable one-sentence explanation of what you do for your costumers
that might integrate your value proposition

8 STEPS
FINAL
PITCH

2

**PROBLEM/OPPORTUNITY
(PAIN + GAIN)**

Which problem are we solving/

Which opportunity are we creating

Who has this problem

To whom are we creating this opportunity

Quantify (market dimension)

8 STEPS FINAL PITCH

3

SOLUTION

Value proposition

**Why is it unique
(RELEVANCE!!)**

How did we get here

Partners and key
resources

“Go to market” plan

8 STEPS FINAL PITCH

4

PRODUCT DEMO

Live demo, a screenflow movie of a working app, physical product, screenshots, you name it!

It's risky but powerful if it works but be sure not to let the product dominate the pitch

8 STEPS
FINAL
PITCH

5

**WHAT'S UNIQUE
COMPETITION**

**Other ways of solving
this problem**

Direct and indirect
competitors

Comparison of features

8 STEPS
FINAL
PITCH

6

FINANCIALS

Business Model

Costs and sales
predictions

8 STEPS FINAL PITCH

7

TEAM

Who are they

What roles do they have
on the project

Why are they a part of the
Project (SKILLS)

8 STEPS FINAL PITCH

8

WRAP UP

**CALL TO ACTION AND END
STATEMENT**

Our solution to a certain
problem/opportunity

Why are you the right team to do it

**MAKE IT CLEAR WHAT YOU
WANT FROM THE AUDIENCE!**

Your contacts

Q&A

SO COOL & SO NICE



HOMework

- ① Define your key activities
- ① Define your key resources
- ① Define your key partners
- ① Define your business concept and business Model
- ① Start Thinking of your PITCH!