



**Ciências  
ULisboa**

# **EMPREENDEDORISMO EM CIÊNCIAS**

**2019/2020**



**1º CICLO DE ESTUDOS**

**AULA 08**

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# SUMMARY

- ◉ Business Plan & Financial Plan
- ◉ Management and Finance principles for entrepreneurs
- ◉ Group work on BMC – Cost structure & Revenues
- ◉ Validation of I2B business models

# LET'S CREATE A COMPANY!



SHAREHOLDERS	NAME	EMPLOYEES
Marta, Rita, Bruno	Emp. C., Lda.	YOU!

# BUSINESS PLAN



# BUSINESS PLAN

1. Executive summary
2. Opportunity/Problem
3. Solution
4. Competition
5. Financials
6. Team
7. Go to market

# VISION & MISSION

- **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.
- 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.



# BUSINESS PLAN

1. Executive summary
2. Opportunity/Problem
3. Solution
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# FINANCIAL PLAN

1. Forecasted sales
2. Costs (fixed and variable)
3. Cash flows
4. Investment needs
5. Break even
6. Payback period
7. Business valuation

# FINANCIAL PLAN

Euros

<b>EMP C., Lda</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
<b>Revenues</b>				
Net revenue	0	1 000	5 000	15 000
<b>Operating cost</b>				
R&D	2 000	2 500	3 000	4 000
Sales & Marketing	1 000	2 000	4 000	7 000
HR	1 000	1 500	2 000	3 000
<b>Total Cost</b>	<b>4 000</b>	<b>6 000</b>	<b>9 000</b>	<b>14 000</b>
Net Income	(4 000)	(5 000)	(4 000)	1 000
Fund raising				
<b>Investment needs</b>	<b>9 000</b>			

# BALANCE SHEET



Emp. C., Lda, 2017



Emp. C., Lda, 2018

## STATIC VIEW

A snapshot of the company's financial situation at a particular point in time.

# BALANCE SHEET

ASSETS	EUROS
<b>Current Assets</b>	
Cash	20 000
Accounts receivable	15 000
Inventory	150 000
<b>Total Current Assets</b>	<b>185 000</b>
<b>Non-current Assets</b>	
Plant and equipment	50 000
Business permises	650 000
Vehicles	70 000
<b>Total Non-Current Assets</b>	<b>770 000</b>
<b>TOTAL ASSETS</b>	<b>955 000</b>

## ASSETS

What a company owns

# BALANCE SHEET

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Business premises	650 000
Vehicles	70 000
<b>Total Non-Current Assets</b>	<b>770 000</b>
<b>TOTAL ASSETS</b>	<b>955 000</b>
<b>LIABILITIES</b>	
<b>Current Liabilities</b>	
Accounts payable	25 000
Credit card debt	45 000
<b>Total Current Liabilities</b>	<b>70 000</b>
<b>Non-Current Liabilities</b>	
Long term loan	500 000
<b>Total Non-Current Liabilities</b>	<b>500 000</b>
<b>TOTAL LIABILITIES</b>	<b>570 000</b>

## ASSETS

What a company owns

## LIABILITIES

What a company owes

# BALANCE SHEET

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<b>TOTAL LIABILITIES</b>	<b>570 000</b>
<b>SHAREHOLDERS' EQUITY</b>	<b>385 000</b>

## ASSETS

What a company owns

$$\text{ASSETS} = \text{LIABILITIES} + \text{SHAREHOLDERS' EQUITY}$$

## LIABILITIES

What a company owes

## SHAREHOLDER'S EQUITY

Sources of funds

# BALANCE SHEET

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<b>TOTAL LIABILITIES + SHAREHOLDERS' EQUITY</b>	<b>955 000</b>

## ASSETS

What a company owns

ASSETS = LIABILITIES + SHAREHOLDERS' EQUITY

## LIABILITIES

What a company owes

## SHAREHOLDER'S EQUITY

Sources of funds

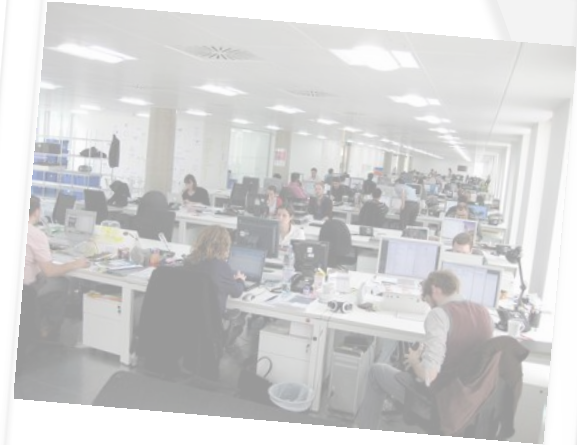


# PROFIT & LOSS STATEMENT



Emp. C., Lda, 2017

Profit &  
Loss  
Emp. C.,  
Lda  
2018



Emp. C., Lda, 2018

## DYNAMIC VIEW

Financial results achieved over a period of time.

# PROFIT & LOSS STATEMENT

## EUROS

Revenues	124 000
Operating and maintenance costs	105 600
<b>OPERATING MARGIN</b>	<b>18 400</b>

# PROFIT & LOSS STATEMENT

## EUROS

Revenues	124 000
Operating and maintenance costs	105 600
<b>OPERATING MARGIN</b>	<b>18 400</b>
Depreciation	12 500
<b>OPERATING INCOME</b>	<b>5 900</b>

# PROFIT & LOSS STATEMENT

## EUROS

Revenues	124 000
Operating and maintenance costs	105 600
<b>OPERATING MARGIN</b>	<b>18 400</b>
Depreciation	12 500
<b>OPERATING INCOME</b>	<b>5 900</b>
Interest expense	2 000
<b>EARNINGS BEFORE TAXES</b>	<b>3 900</b>

# PROFIT & LOSS STATEMENT

## EUROS

Revenues 124 000

Operating and maintenance costs 105 600

### OPERATING MARGIN

18 400

EBITDA: Earnings Before Interest, Taxes, Depreciation and Amortization

Depreciation

12 500

### OPERATING INCOME

5 900

EBIT: Earnings Before Interest and Taxes,

Interest expense

2 000

### EARNINGS BEFORE TAXES

3 900

EBT: Earnings Before Taxes

Tax expense

1 600

### NET INCOME

2 300

# CASH FLOW STATEMENT



Emp. C., Lda, 2017

Cash flow  
Statement  
Emp. C.,  
Lda  
2018



Emp. C., Lda, 2018

## DYNAMIC VIEW

Records the movement of money (in and out of a company), between two Balance Sheets.

# CASH FLOW STATEMENT

**EUROS**

## **CASH FLOW FROM OPERATING ACTIVITIES**

Cash receipts from customers	124 000
Cash paid to suppliers and employees	(105 600)
Cash generated from operations	18 400
Interest paid	(2 000)
Tax paid	(1 600)
Net cash flow from operating activities	<u>14 800</u>

## **NET INCREASE/DECREASE IN CASH**

Cash at the beginning of the period	<u>2 400</u>
Cash at the end of the period	<u>17 200</u>

# BUSINESS MODEL DEFINITION

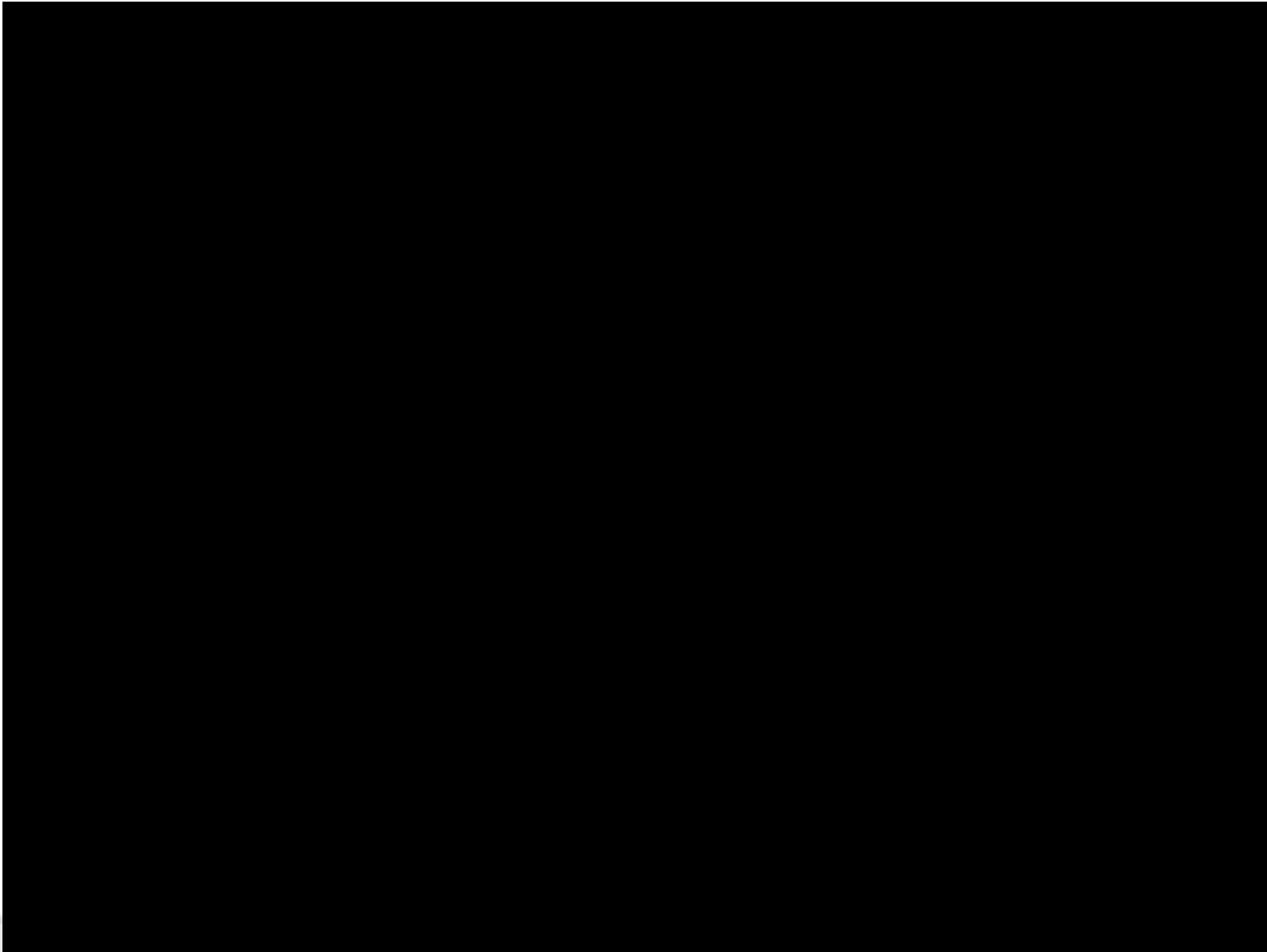
- ① HAVE YOU SELECTED YOURS?
- ① WHY DID YOU CHOOSE THAT?
- ① Reflect your new learnings in the BMC of your I2B



# THE ELEVATOR PITCH

- ⦿ The amount of time you have on an elevator ride to convince an investor/client of your great idea/product
- ⦿ Should be short and clear
- ⦿ Should be simple in language (NO TECH TALK!)
- ⦿ Should focus on USP
- ⦿ Should focus on advantages

# THE ELEVATOR PITCH





# Business Communications

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- Essential to your professional success  
—& *personal relationship success as well*

# You Are The Message!

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- It is not about PowerPoint
- You are the message
- Use aids as needed
- Have your message ready & crisp

# Elevator Pitches

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- If you have clarity you will not need too many words to describe it
- Best way to tell others about your idea?
  - What problem do you solve?
  - Who has this problem?
- Tell about a use case, not “how it works”



# Pitching

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- People listen to 7% of words that you say
- They listen to 52% of your body language
- Connect with your audience
  - Make it relevant to them
  - Be clear (first in your own head)
  - Pause & let the message sink in!