



optimus | NOVA

Entrepreneurship Academy

CREATING

(AND MANAGING ENTREPRENEURIAL VENTURES)



UNIVERSIDADE
NOVA
DE LISBOA

unl.pt/empreendedorismo

CREATING (AND MANAGING ENTREPRENEURIAL VENTURES)

Science | Technology | Economics | Business | Social Sciences | Law | Medical and Life Sciences

NOVA University will provide a certificate and each School will assign the credits.
To find out the amount of credits of your school please refer to your school website.



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This course is designed to stimulate the entrepreneurial spirit of the best students of the NOVA University. Its aim is to provide participants with the basic tools so they can devise a business initiative and turn it into reality. Therefore, it covers the basics of entrepreneurship and business management within an applied perspective.

The participants, beyond participation in the classes should work together in preparing and presenting a business plan to run for Nova Idea competition. Students will be selected from all NOVA University, Portuguese and foreigner, with the requirement that the composition of work teams comprising students with the greatest possible diversity of backgrounds.

The NOVA University will spend a specific diploma of participation in this course.



Joana Mendonça
ONE Academy Coordinator
NOVA University Entrepreneurship Office Manager



This course has been designed to attract the best and most entrepreneurial master students from all NOVA schools and departments. No previous formal education on business is required. It was designed to foster and develop entrepreneurial skills and knowledge among a small number of exceptionally qualified participants. Thus, although this is a course about business foundations, it has a strong emphasis on the development of students' abilities and skills, especially on these more directly related with the forming of corporate and social ventures.

The broad basis of students profiles – spreading from all campuses and departments of the university – is expected to contribute to a cross fertilization between participants, providing them with a multi-cultural experience and to demand them to work in groups formed with students from different NOVA schools. Such purpose is enhanced by purposely promoting this course with foreign Erasmus/Socrates students. Multi-culturally is also enhanced by a diverse faculty profile, ranging from most NOVA departments. To provide students with a different perspective, the course will close with a session on social entrepreneurship. Hands-on approach will be motivated with a clear emphasis on the development of a business plan. .

Course aims





Learning Objectives

- 1-What are companies and how are they formed
- 2-Evolution of a company's organizational structure as it grows from an entrepreneurial venture to a mature organization
- 3-Analysis of an entrepreneurial opportunity
- 4-Analysis of markets and competitor firms and products
- 5-Marketing principles and value creation
- 6-Marketing strategy: segmentation, positioning and targeting
- 7-Managing the technology innovation process
- 8-Protecting and monetizing Intellectual Property
- 9-Organizing and managing entrepreneurial teams
- 10-Managing production
- 11-Business plan preparation
- 12-Financing new ventures
- 13-The social entrepreneurship perspective



| | |
|-----------|---|
| Schedule | Once a week (wednesday or thursday) |
| Period | Second Semester |
| Timetable | Wednesday (or in some cases thursday) from 5 pm to 8 pm |

Multidisciplinary Approach

The students will have contact with a different and innovative study method, with Professors from various Schools (Sciences and Technology, Business and Economics, Social Sciences, law) depending on the tematics.

The evaluation is also based on an advanced method of case-studies mixed with group work on the Business Plan and public presentation of the Elevator Pitch.

The multidisciplinary component is not based only in team work but also in the fact that Professors are from different areas and classes will be held in the Rectory.

Admission



This year the students need to fill a questionnaire to submit their candidature to the course. These five answers intend to profile the student to determine their eligibility. Submissions are open until february 2nd. The interviews start at january 20th.

Only 40 students will be selected from all NOVA University.

Submission form available in: www.unl.pt/pt/empreendedorismo/





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Teaching and learning

The course will have 12 3-hour classes on a weekly basis. Every other week, class will be followed by a 1-hour lecture by an invited speaker. Besides the formal classes, students will participate in NOVA Idea Competition, the business plan competition of Universidade NOVA de Lisboa.

Students will be organized in groups. Each group will have 4 people from different NOVA schools. Groups will work on assigned case-study reports and develop and prepare a business plan to participate in NOVA Idea. Each group will be assigned a business plan coach among the course's teaching staff.

Assessment

Student's grade will be based upon the following:

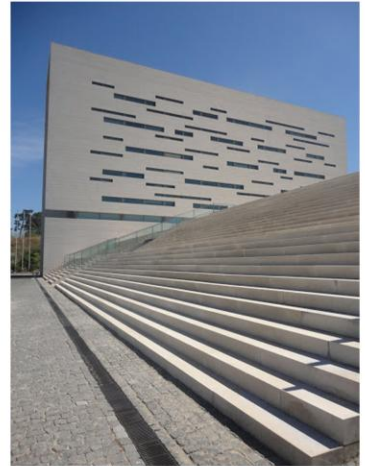
Venture Simulation 50%

Executive Summary & Business Plan – 30%

Elevator Pitch – 20%



Venue



Reitoria da Universidade NOVA de Lisboa

Campus de Campolide
Travessa Estevão Pinto
Campolide
Lisboa

Metro: São Sebastiao

Carris: 758 , 713, 742



Schedule*



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- 1 19-02-2014 Introduction to the Entrepreneurial Process
- 2 26-02-2014 Business Model Canvas
- 3 05-03-2014 Design thinking
UX design
- 4 12-03-2014 Financing New Ventures
- 5 19-03-2014 Business Planning
- 6 Executive Summary
- 7 26-03-2014 The Market
Social media marketing
- 8 02-04-2014 The technology, product or service
- 9 09-04-2014 IP issues
- 10 23-04-2014 Management Team
- 11 Business Operations
- 12 30-04-2014 Financial Projections
- 13 07-05-2014 Details on the Use of Funds
Exit Possibilities
- 14 14-05-2014 Social Entrepreneurship
- 15 15-05-2014 Como Fazer um Pitch
- 16 19-05-2014 Pitch Training
- 17 21-05-2014 Final Pitch



The Business Plan

Each group will prepare a business plan to participate in NOVA's contest NOVA Idea Competition. The members of each group should make a pitch where they are expected to put themselves in the shoes of a top manager who wants to convince a group of investors that the ideas supporting their project are outstanding and should be financed by them.

Students should have in mind that on both the business plan and the final elevator pitch the three main key criteria to be taken into account are:

Market and Product

1- Team- The quality of the team, dynamism, potential, commitment, previous experience and/or knowledge of the industry/market that the participants wish to enter.

2- Market- The dimensions of the targeted market (local, national, European, Global?) that the product has the possibility to reach while taking into account the limitations of the proposed project, such as the existence of alternative products, trade barriers etc.

3- Product- The innovative property of a solution, technology and approach to the suggested markets. The capacity to create a sustainable and competitive advantage. Capacity to protect the intellectual property. Difficulty for competition to copy the product, etc.

Students should be ready to answer for the following questions:

1) Team:

- a) What is the overall quality of the promoting team?
- b) Degree of diversity (cultural, background, professional experience)?
- c) Know-how about the industry/market?
- d) Network of contacts and key partnerships?
- e) Partners and VCs: Protection and exit strategies?

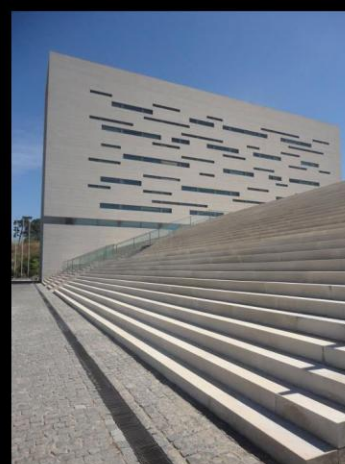


2) Market:

- a) Who will be the first clients? Are you sure they will buy?
- b) Justification of market existence?
- c) Which market needs have not been satisfied?
- d) Is the solution/technology/service superior to competitors regarding these particular dimensions?
- e) To what extent is the solution/technology/service appropriate to the market?
- f) Is it targeted to a Blue Ocean or is it capable of offering sustainable competitive advantage (i.e. profit+ growth) in a Red Ocean?
- g) Market size: Is the target the World, Europe, Portugal, Lisbon or Campolide?
- h) Market potential: Is the target “high ceiling” or “low ceiling” industries?
- i) How to create value for the final consumer while considering the SWOT analysis? How to transform weaknesses into strengths? How to transform threats into opportunities?

3) Product/Technology:

- a) Is it a “unique” solution/technology/service?
- b) IP protection? Is easy to replicate by competitors?
- c) Is it already completed and tested in the proposed scenario?
- d) How do you compare its attributes to solutions provided by direct and indirect competitors?



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