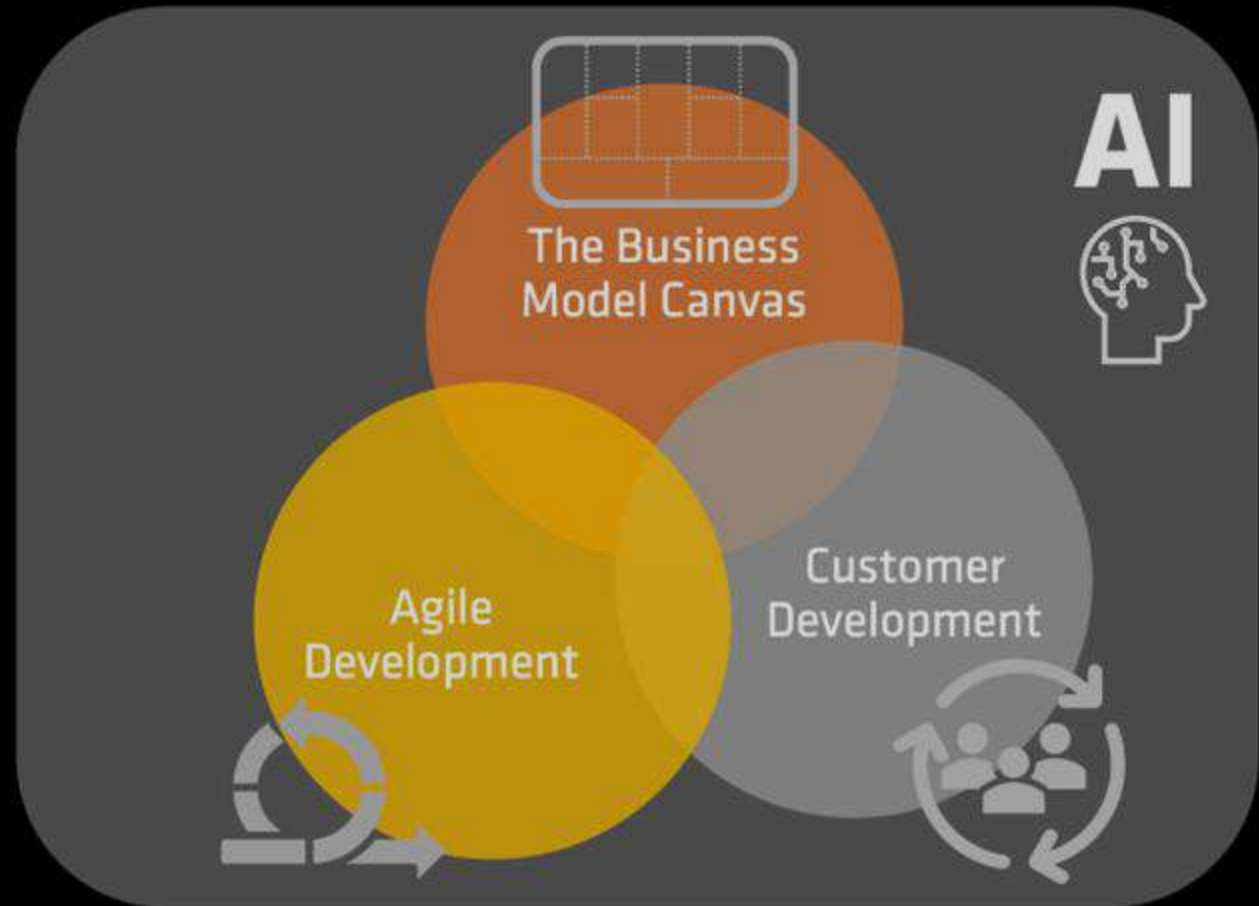


Entrepreneurship, Innovation and Technology Transfer Team Formation

Luis Caldas de Oliveira



TÉCNICO LISBOA

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phone



Entrepreneurship is mostly a team sport



Teams need balance



Teams need diversity



Diversity has many forms




- Minimum Viable Team
- Business function
- Team Roles





Minimum Viable Team
Hacker

A close-up, over-the-shoulder view of a person painting a landscape on a canvas. The person's right hand is visible, holding a paintbrush and applying strokes of orange and brown paint to the canvas. The painting depicts a landscape with rolling hills, a path, and some trees. The background is a soft, out-of-focus light color. The overall mood is artistic and focused.

Minimum Viable Team
Hipster



A close-up photograph of a person's hands counting stacks of US dollar bills. The person is wearing a blue shirt and a black bracelet. The background is dark and out of focus. The text "Minimum Viable Team" is overlaid in white, sans-serif font.

Minimum Viable Team

Hustler



Minimum Viable Team

- **Hacker** - Builds
- **Hipster** - Designs
- **Hustler** - Sells



Business Function

- Business Planner (strategy)
- Designer (creative)
- Engineer (builder)
- Sales and Marketing (customer development)
- Project Manager (nanny)



Team Roles

- Idea Guy (“The Dreamer”)
- The Communicator (“The Politician”)
- The Peace Maker (“The Glue”)
- The Problem Finder (“The Detective”)
- The Problem Solver (“MacGyver”)
- The Executor (“The Ninja”)
- The “Balloon Popper”
- The “Puppy Shooter”



Think-Pair-Share (TPS)



Think

- Individually reflect on the question or problem



Pair


- Share your thoughts with a classmate



Share

- Present your combined insights to the larger group



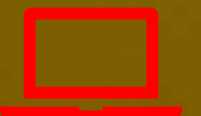
A photograph of a beach with smooth, dark grey stones. In the foreground, a stack of four stones is balanced on top of each other. The background shows a blurred beach and ocean under a soft, hazy sky. The text is overlaid in the center-left area.

How can you contribute to
the team balance and
diversity?





Think



Use your computer or mobile phone



Self Evaluation

Your name

What you usually provide to teams

The roles you believe you are good at



[Click to copy](#)

Name	John Doe		
Contributions (Select 6 or less)	Courageous	Strategist	Creative
	Dynamic	Cooperative	Efficient
	Imaginative	Goal-setter	Communicative
	Perfectionist	Practical	Diplomatic
	Single-minded	Dedicated	Enthusiastic
	Explorer	Organizer	Troubleshooter
Roles (Select 3 or less)	Idea Generator	Communicator	Peace Maker
	Problem-Finder	Problem-Solver	Executor
	Balloon-Popper	Puppy-Shooter	_____



Pair



Team Balance

Define a maximum of 2 roles for each of you

Adjust the roles to be different

Assign different business functions

Classify each of you as hacker, hipster or hustler



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Name	Roles	Function	3H
John Doe	Idea Generator Communicator	Engineer (Builder) Designer (Creative) Marketing (Customers) Business Planning Manager	Hacker Hipster Hustler
Jane Doe	Problem-Solver Puppy-Shooter	Engineer (Builder) Designer (Creative) Marketing (Customers) Business Planning Manager	Hacker Hipster Hustler



Share



Please close your computer and mobile
phone





Work for Next Class

- Watch Lesson 1 of Udacity's course on How to Build a Startup
- Think of 1 or 2 technologies for which you have a competitive advantage
- Find a team
- Meet with your team

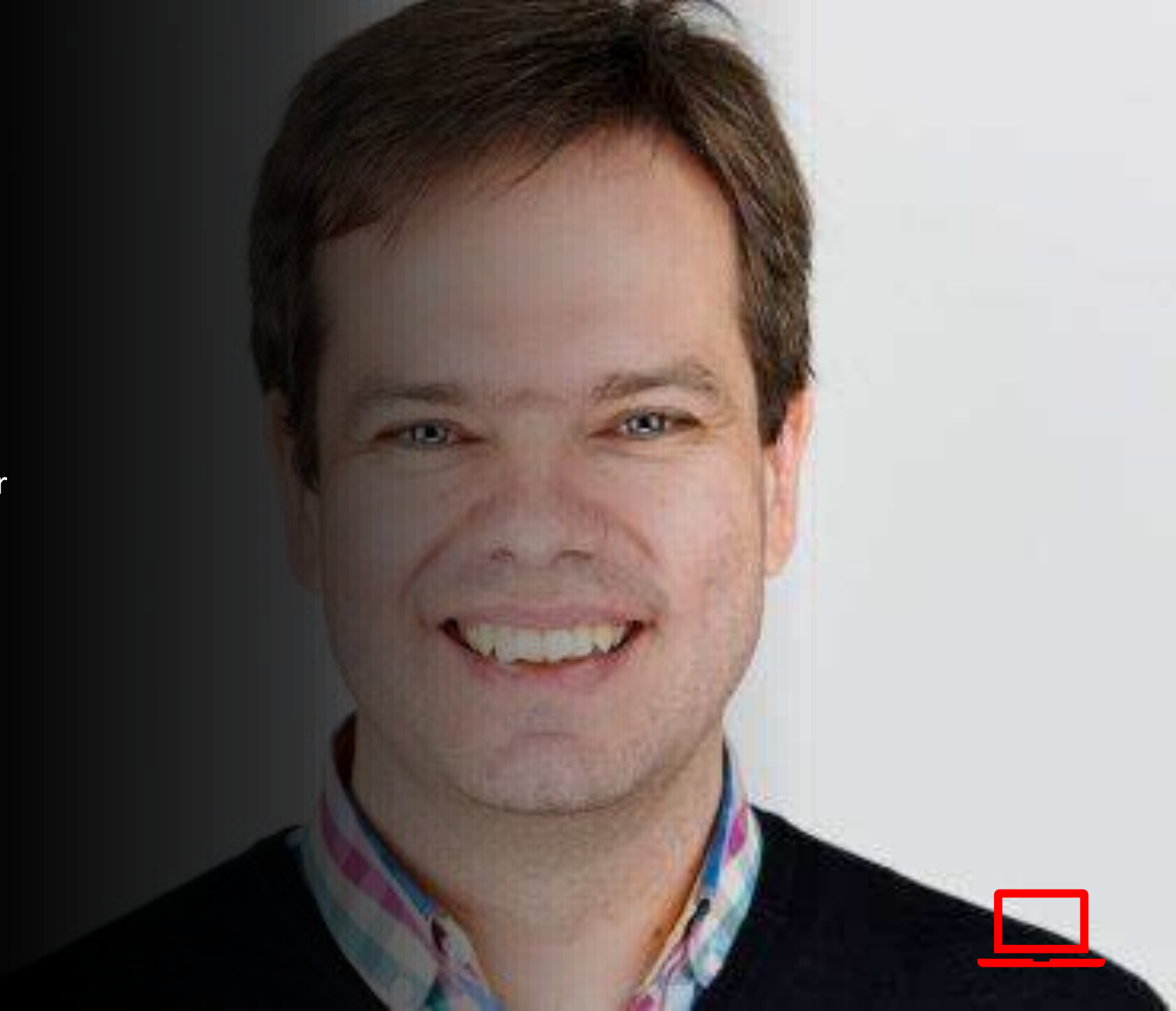




Guest for Next Class:

Paulo Marques

- MSc, PhD Computer Science
- Entrepreneur, engineer, and investor
- Co-founded Feedzai
- Feedzai CTO for 13 years
- Founding partner of TUMO Portugal
- Early-stage investor in technology companies
- Scientific Director of the CMU |Portugal program



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