TECHNOLOGY-BASED ENTREPRENEURSHIP – IST

MIGUEL AMARAL

<u>WEEKLY PRESENTATIONS</u>

What is required in your weekly presentations (following our Syllabus) is: Detailed presentation (up to 10 slides / up to 10 minutes) of what the team did each week. Key evaluation criteria: Capacity to follow the assigned topics to be covered each week as outlined in the syllabus. Capacity to perform around 10 interviews with different stakeholders every week. Use of robust and relevant secondary and primary data. Quality of presentation. Team dynamics and engagement. Critical thinking and capacity to discuss the topics, defend the key arguments/premisses. Peer-to-peer feedback (quality of comments to other colleagues' work). Teams' order and presenters will be randomly selected

Please, do not forget that your project should be **Evidence-based entrepreneurship (not "faith-based")**
- Students need to "get out of the building"
- Time management: intense and fast
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- Community: every class member must actively comment the other teams

Teams should upload their slides in Fenix the day before the presentation's date (until 13:00h of Friday)

1	PRESENTATION #1: OPPORTUNITY ASSESSMENT

SUMMARY

1.1   Market types and Market sizes

1.2   What is the MVP?

SLIDES
- Slide 1: Cover slide
- Slide 2: Show the initial hypotheses to be tested and validated on the week's topic
- Slide 3: Provide the number of interviews done and a detailed description of the interviewing process; characterization of interviewees (name, surname, age, gender, profession, etc) and key contents
- Slide 4: Discuss the insights from interviews, using direct citations and its connections with the hypotheses (i.e., which citation validates or not each hypothesis)
- Slide 5: Show/explain the final conclusions about the week's topic and frame them into an updated Business Model Canvas
- Slide 6: Propose new experiments/interviews to fine-tune the hypotheses and points addressed in the current week

Note: If you need you can use more than one slide for each point, as long as the total is up to 10 slides.

SUGGESTED MATERIALS
- Death by Demo 1 http://vimeo.com/groups/204136/videos/76390080
- Death by Demo 2 http://vimeo.com/groups/204136/videos/76172223

- Death by Powerpoint http://vimeo.com/groups/204136/videos/76171146
- Understanding the problem http://vimeo.com/groups/204136/videos/76173388
- Attention to Outliers http://vimeo.com/groups/204136/videos/76177672

2   PRESENTATION #2: VALUE PROPOSITION CANVAS

SUMMARY
2.1   Customer Profile
2.2   Value Map
2.3   Problem Solution Fit

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SUGGESTED MATERIALS
- 3 m Video Presentation https://www.youtube.com/watch?v=ReM1uqmVfP0
- 10 Steps Guide – https://www.garyfox.co/canvas-models/value-proposition-canvas-guide/
- Customer Profile: 15m read - https://cieden.com/value-proposition-canvas-customer-segment-explained
- Value Map: 3m read - https://medium.com/the-abcs-of-creating-a-value-proposition-canvas/the-elements-of-a-value-map-7af0d00a682e
- Problem Solution Fit: Helpful to Prepare Interviews
  - https://www.strategyzer.com/blog/achieve-product-market-fit-with-our-brand-new-value-proposition-designer-canvas

3 PRESENTATION #3: CUSTOMER SEGMENTS

SUMMARY

3.1 Customer Development

3.2 Rules for Interviewing

3.3 One-sided and multi-sided markets

3.4 Personas and customer workflow

3.5 MVP Validation

SLIDES

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SUGGESTED MATERIALS

- 7:49m Explanatory Video
- How to use the Customer Segments Building Block

Customer Development

- 2:41m Video by Steve Blanck
- 5m Read - Steve Blanck Post

Rules for Interviewing

- 5m Read With Video

One vs. Multi-sided Markets

- 5m Read – 10 types of Business Models
- 2m Read – What is a Multi-Sided Business Model

Personas & Customer Workflow

- The Persona Canvas
- 10 Steps to Create a Persona

MVP Validation

- What is a MVP?

4   PRESENTATION #4: CHANNELS

SUMMARY

4.1   Channels

4.2   Roller Coaster

4.3   Physical Channels

4.4   Web/Mobile Channels

SLIDES

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SUGGESTED MATERIALS

- Introduction (2m)
- Description of the channels building block (7m)
- Roller Coaster (7 slides)
- Physical Channels (5m read)
- Web/Mobile Channels (5m read)

SUMMARY

5.1   Customer Relationships

5.2   Get, keep, grow customers

5.3   Customer Relationships Funnel

5.4   CAC, Churn and LTV

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SUGGESTED MATERIALS

Introduction
- 2m introduction
- 5m description of the customer relationships block

Get, Keep, Grow Customers
- 10m read

Customer Relationships Funnel
- 4m read

CAC, Churn and LTV
- 22m read

6 PRESENTATION #6: REVENUE MODEL

SUMMARY

6.1 Revenue Model
6.2 Revenue models
6.3 Pricing models

SLIDES

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SUGGESTED MATERIALS

- 0:56m Distinction Revenue Model vs. Pricing Tactics
- How to use the Revenue Model Building Block

Revenue Model
- 4:32m Video
- 7m Read – Revenue Model 5 Parts Framework

Revenue Model Choices
- 37 Slides

Pricing
- 2m Read – 3 Price Tactics
- 2m Read – Advantages & Disadvantages

Market Type & Revenue
- 2m Video
- What is your Market Type

Metrics
- 10 Key Metrics for a StartUp

7 PRESENTATION #7: PARTNERS

SUMMARY

7.1   Partners

7.2   Need for partners

7.3   Types of partners

7.4   Partnership risks

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SUGGESTED MATERIALS

- [4:10m Explanatory Video](#)
- [How to use the Key Partnerships Building Block](#)
- [Types of Partners (2m Read)](#)
- [Partnerships Examples (2m Read)](#)
- [Eight Questions to Define your Key Partners (5m Read)](#)

8   PRESENTATION #8: RESOURCES, ACTIVITIES, COSTS

SUMMARY

8.1   Resources, Activities and Costs

8.2   Financial, physical, human and intellectual resources

8.3   Key activities

8.4   Fixed and variable costs

8.5   Financial/operational timeline

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SUGGESTED MATERIALS

- 6:25m Explanatory Video
- How to use the Cost Structure Building Block – 2m Read
- Strategy – Cost vs. Value (2m Read)
- Categories of Cost (2m Read)
- Economies of Scale & Slope (5m Read)

9 PRESENTATION #9: STORYTELLING

SUMMARY

9.1 Storytelling

9.2 The 3-act structure

9.3 The hero's journey

SLIDES

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SUGGESTED MATERIALS

- Explanatory Video (12:10m) - How to Present your Business Model Canvas as a Story
- Storytelling Canvas (5m Read)
- 5 Tips to Tell your Business as a Story (2m Read)
- 7 Steps to Create a Business Model Story (5m Read