

TECHNOLOGY-BASED ENTREPRENEURSHIP – IST

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WEEKLY PRESENTATIONS

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. 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.

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
- 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 23:00h)

1 PRESENTATION #1: VALUE PROPOSITION CANVAS

SUMMARY

- 1.1 Market types and Market sizes
- 1.2 What is the MVP?

SLIDES

(around one minute per slide)

- Slide 1: Cover slide
- Slide 2: WHY - Identify and Discuss the key problem/challenge/need/concept
- Slide 3: WHAT - Hypotheses about potential solutions and expected impact
- Slide 4: WHO - Identify market type and market size
- Slide 5: HOW – Operationalization. Resources and Processes needed
- Slide 6: Propose experiments to test points 2 to 5 above
- 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

SLIDES

(around one minute per slide)

- Slide 1: Cover slide
- Slide 2: Initial hypotheses (to be test) on pains, gains and customer jobs.
- Slide 3: Number of interviews/Describe interviewees and Contents
- Slide 4: Explain how the insights from interviews connect with your Value Proposition and validate (or not) the hypotheses
- Slide 5: Show/Explain your final Value Proposition Canvas
- Slide 6: Propose experiments/interviews to test the hypotheses and points addressed
- 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

- 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

(around one minute per slide)

- Slide 0: Cover slide
- Slide 1: Show and briefly explain your full Business Model Canvas
- Slide 2: Initial hypotheses (to be tested) on your Customer Segments.
- Slide 3: Number of interviews / Describe interviewees and key contents
- Slide 4: Explain how the insights from interviews connect with your Customer Segments and validate or not your hypotheses. Discuss new hypotheses unveiled by the interviews
- Slide 5: Show/Explain your final Customer Segments
- Slide 6: Propose experiments/interviews to specific individuals/specialists/organizations/ to strengthen the hypotheses and points addressed
- 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

- [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

(around one minute per slide)

- Slide 0: Cover slide
- Slide 1: Show and briefly explain your full Business Model Canvas (with focus on the blocks already explored)
- Slide 2: Initial hypotheses (to be tested) on your Channels
- Slide 3: Number of interviews / Describe interviewees and key contents
- Slide 4: Explain how the insights from interviews connect with your Channels and validate or not your hypotheses. Discuss new hypotheses unveiled by the interviews
- Slide 5: Show/Explain your final Channels
- Slide 6: Propose experiments/interviews to specific individuals/specialists/organizations/ to strengthen the hypotheses and points addressed
- 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

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

5 PRESENTATION #5: CUSTOMER RELATIONSHIPS

SUMMARY

- 5.1 Customer Relationships
- 5.2 Get, keep, grow customers
- 5.3 Customer Relationships Funnel
- 5.4 CAC, Churn and LTV

SLIDES

(around one minute per slide)

- Slide 0: Cover slide
- Slide 1: Show and briefly explain your full Business Model Canvas (with focus on the blocks already explored)
- Slide 2: Initial hypotheses (to be tested) on your Customer Relationships
- Slide 3: Number of interviews / Describe interviewees and key contents
- Slide 4: Explain how the insights from interviews connect with your Customer Relationships and validate or not your hypotheses. Discuss new hypotheses unveiled by the interviews
- Slide 5: Show/Explain your final Customer Relationships
- Slide 6: Propose experiments/interviews to specific individuals/specialists/organizations/ to strengthen the hypotheses and points addressed
- 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

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](#)

SUMMARY

- 6.1 Revenue Model
- 6.2 Revenue models
- 6.3 Pricing models

SLIDES

(around one minute per slide)

- Slide 0: Cover slide
- Slide 1: Show and briefly explain your full Business Model Canvas (with focus on the blocks already explored)
- Slide 2: Initial hypotheses (to be tested) on your Revenue Model
- Slide 3: Number of interviews / Describe interviewees and key contents
- Slide 4: Explain how the insights from interviews connect with your Revenue Model and validate or not your hypotheses. Discuss new hypotheses unveiled by the interviews
- Slide 5: Show/Explain your final Revenue Model
- Slide 6: Propose experiments/interviews to specific individuals/specialists/organizations/ to strengthen the hypotheses and points addressed
- 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

- [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](#)

SUMMARY

- 7.1 Partners
- 7.2 Need for partners
- 7.3 Types of partners
- 7.4 Partnership risks

SLIDES

(around one minute per slide)

- Slide 0: Cover slide
- Slide 1: Show and briefly explain your full Business Model Canvas (with focus on the blocks already explored)
- Slide 2: Initial hypotheses (to be tested) on the right Partners for your project
- Slide 3: Number of interviews / Describe interviewees and key contents
- Slide 4: Explain how the insights from interviews connect with your Partnerships' strategy and validate or not your hypotheses. Discuss new hypotheses unveiled by the interviews
- Slide 5: Show/Explain your final Partnerships' strategy
- Slide 6: Propose experiments/interviews to specific individuals/specialists/organizations/ to strengthen the hypotheses and points addressed
- 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

- [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

SLIDES

(around one minute per slide)

- Slide 0: Cover slide
- Slide 1: Show and briefly explain your full Business Model Canvas (with focus on the blocks already explored)
- Slide 2: Initial hypotheses (to be tested) about the right assumptions on Resources, Activities and Costs for your project
- Slide 3: Use primary and/or secondary data to support your assumptions about Resources, Activities and Costs (include all references/sources)
- Slide 4: Discuss different scenarios for your Resources, Activities and Costs strategy
- Slide 5: Propose further work that can help strengthen the strategy addressed
- 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

- [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

(around one minute per slide)

- Slide 0: Cover slide
- Slide 1: Show and briefly explain your full Business Model Canvas (with focus on the blocks already explored)
- Slide 2: Initial hypotheses (to be tested) about the right way of telling your story and presenting your project
- Slide 3: Use information (primary/secondary data) to supporting your assumptions about the current topic (include all references/sources)
- Slides 4 (+ 5 if needed): Present Your Final Story
- Slides 6: Discuss different scenarios / alternative ways of positioning your pitch
- Slide 7: Propose further work that can help strengthen the strategy addressed
- 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

- [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 \(5m Read\)](#)