ENTREPRENEURSHIP & INNOVATION

MNE MCM 2013

CIMNE & UPC

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Welcome

Today

1. Debate on entrepreneurship

2. Written people introduction
   - Where do you come from
   - Your interests
   - Your background
   - Hobbies and the like
   - Knowledge & XP on business management

3. Subject guidelines

4. Arranging groups avoiding country clustering

5. 2013 topic introduction

Do you agree?

1. Entrepreneurship is the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit.

2. The most obvious example of entrepreneurship is the starting of new businesses.

3. In economics, entrepreneurship combined with land, labor, natural resources and capital can produce profit.

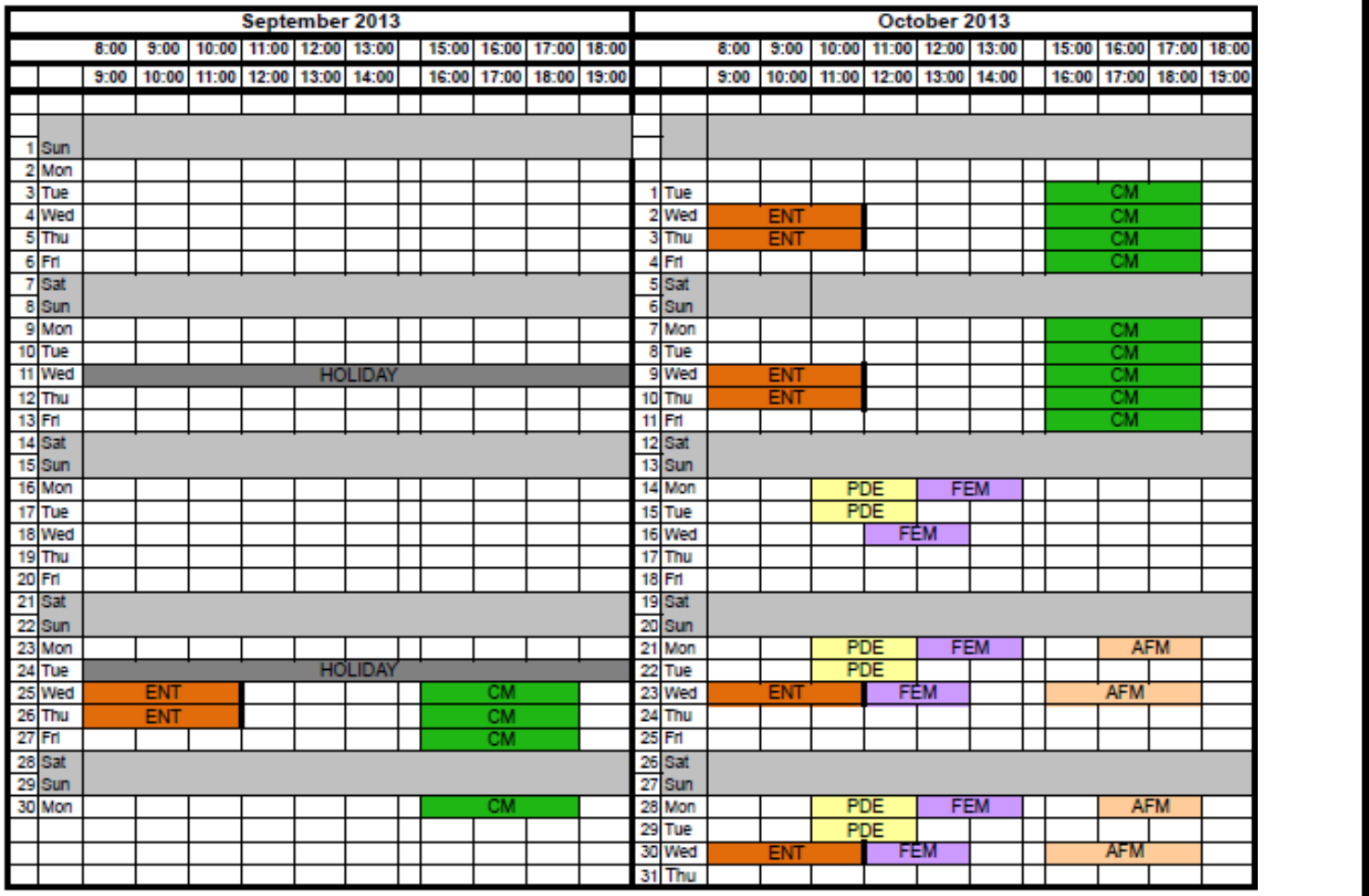
4. Entrepreneurial spirit is characterized by innovation and risk-taking, and is an essential part of a nation's ability to succeed in an ever changing and increasingly competitive global marketplace.

http://www.businessdictionary.com

Are they entrepreneurs?

Google glasses? Are they innovators? Is there any creativity? Where do ideas com from? Design thinking? Backgrounds? NE? Challenges? Real needs? Google Business model? Skills? Teams?

14 sessions



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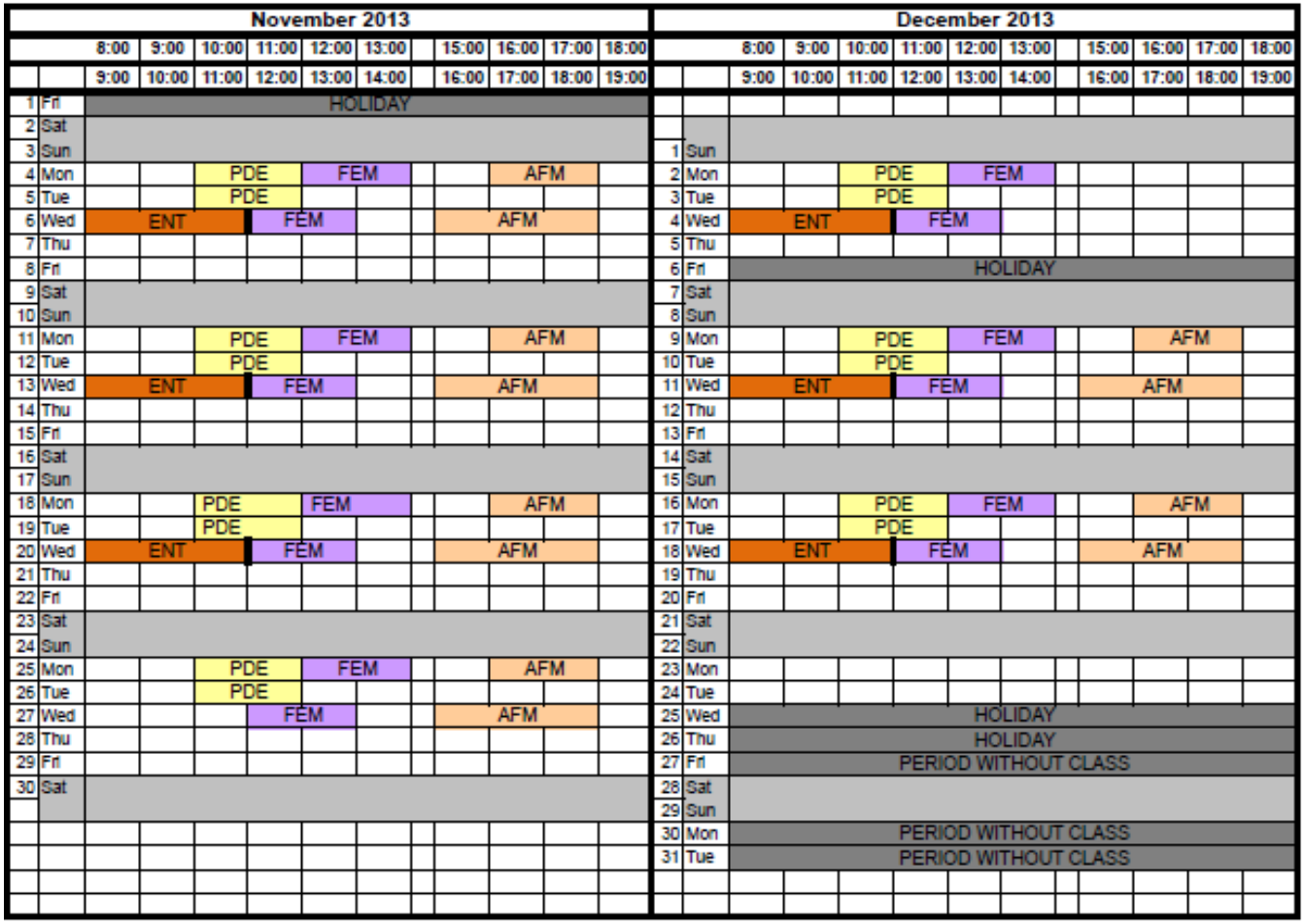
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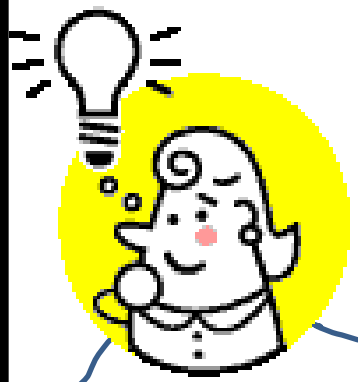

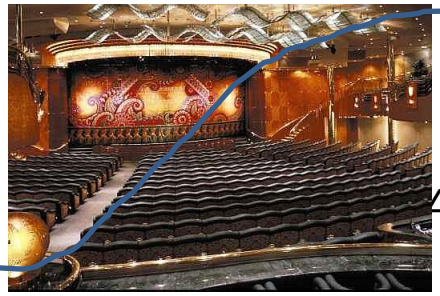

Customer Problem
What problem will customers pay to solve?
Key Activities (Core Competencies)
Where is value created
Make vs Buy?
Value Proposition
Financial
Strategic
Personal
(Quantify)
Unique Proposition
Sustainable Competitive Advantage
What do you have that your competitors can't have?
Customer Segments
Mass
Niche
Segmented
Diverse
(Quantify %)
Key Partners
KEY NOT ALL
Reduce Risk
Key Resources (Assets)
Physical
Intellectual
Human
Financial
Risk
Convenience
Status - Brand
Channels Go To Market
Direct
Web
Distributors
Partners
List Major
Segments
Geographic
Demographic
Customers
Cost Structure
Fixed
Variable
License fees
Variable
Revenue Streams
Usage
Subscription
Sale of assets
Licensing
Brokerage
Advertising
Price Model
Volume
Value
Affordability
gmc
Adapted From
Business Model Generation - Alexander Osterwalder & Yves Pigneur
© 2011 Growth Management Consulting Ltd
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Subject modules

Module 1 (Session 1 to 4).
E-ship, innovation, design thinking and teams.
Required output: ideas, business plan draft, team.

Module 2 (Session 5 to 8).
Opportunities, IPR, BM and value proposition
Required output: Business model and strategy

Module 3 (Session 9 to 12).
From BM to Business plan. Markets and Finances.
Required output: Business plan

Final presentations and party

Individual assignments

- Readings
- Answer questions on virtual campus
- Self assessment @ class last session

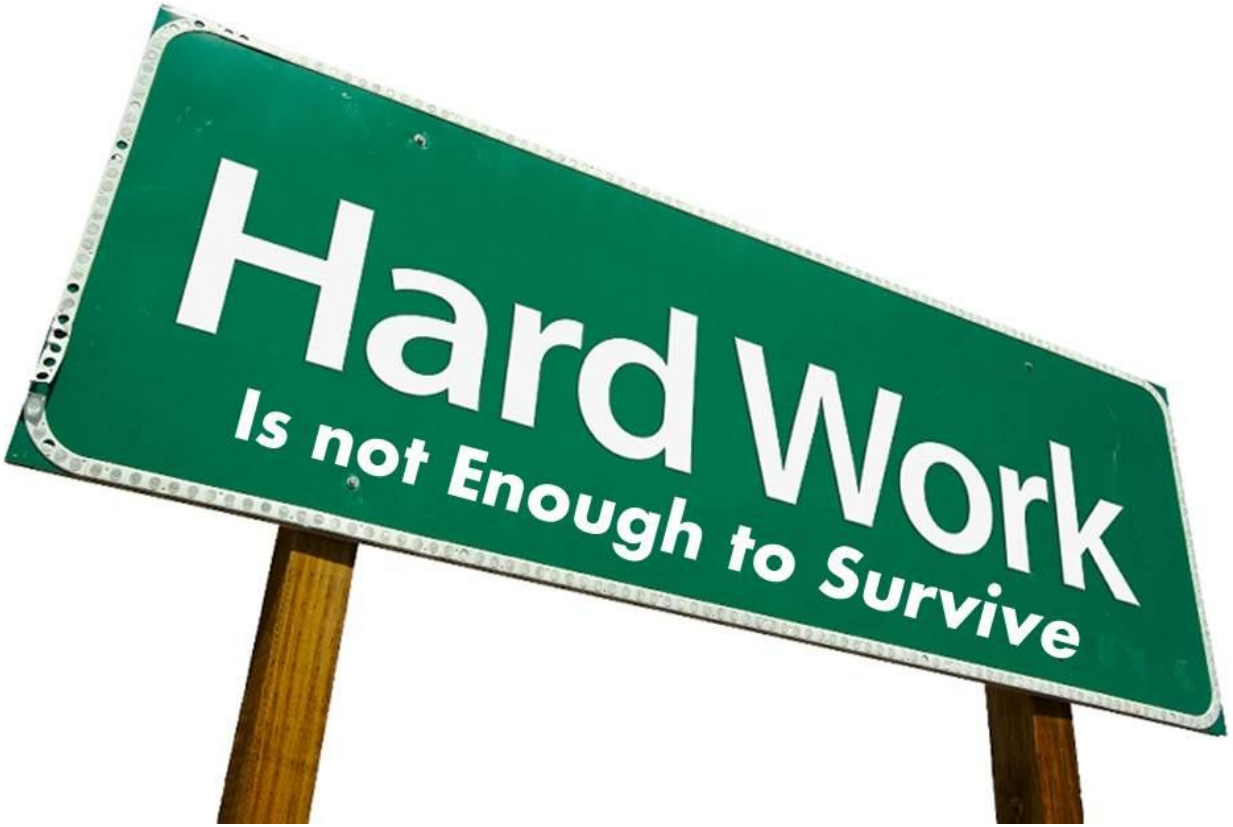
Team assignments

- Summary (and explanation) of sessions
- Business model and plan for one idea
- Team blog for the project

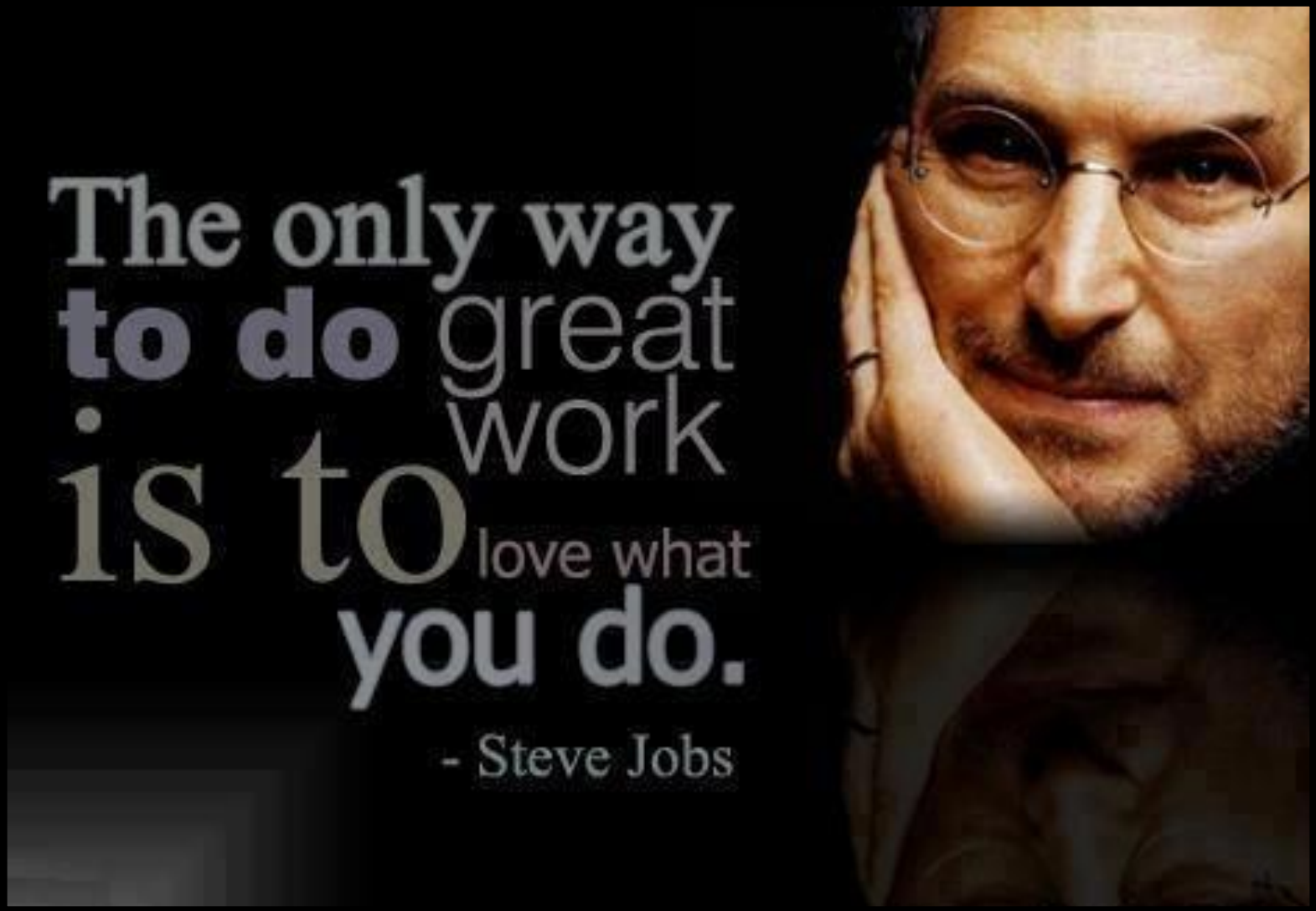
Student Assessment

- Business model and a business plan draft (40%)
- Sessions compilation and presentation (20%)
- Individual final test (20%)
- Class attendance and forum participation (20%)

NO EXAM, but...


Hard Work
Is not Enough to Survive

Five teams required


The only way
to do great
work
is to love what
you do.
- Steve Jobs

2013 topic

smart
city
data
enabling
point
educate
campus
work
obstacles
giving
company
lower
focus
one
private
best
govt
just
makes
another
long
way
buildings
financial
going
real
start
CIOs
key
Tweet
good
use
areas
healthcare
needs
make
water
citizen
business
intelligence
within
events
people
example
lack
solutions
safe
help
apps
better
optimize
learn
moderating
Baltimore
critical
infrastructure
technology
great
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examples
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initiatives
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even
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ownership
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analytics
safety
e.g
grid
future
government
public
needed
need
transport
services
technologies
agencies
investment
many
cultural
enablers
often
community
benefits
computing
projects
absolutely
first
growth
sector
local
certainly
service
population
discussion
information
take
define
approach
citizens
interesting
also
long-term
planning
think
leaders
important
agree
efficient
consumer
education
vision
incentives
models
around
leveraging

Email
Twitter
Facebook
Rich Michos
V.P. Marketing
Smarter Cities, IBM

Today or Thursday 26 assignment

One by one, choose a topic within “smart cities” (SC). Try to find out:

- One SC reading on business, tech, social…
- One SC company (product, market, tech)
- One related technology not yet exploited
- One video not too long

Next class (26th) we’ll have time to select one topic per group and work on the previous items.