My experience in entrepreneurship

Rafael Corchuelo

Roadmap

Introduction

My projects
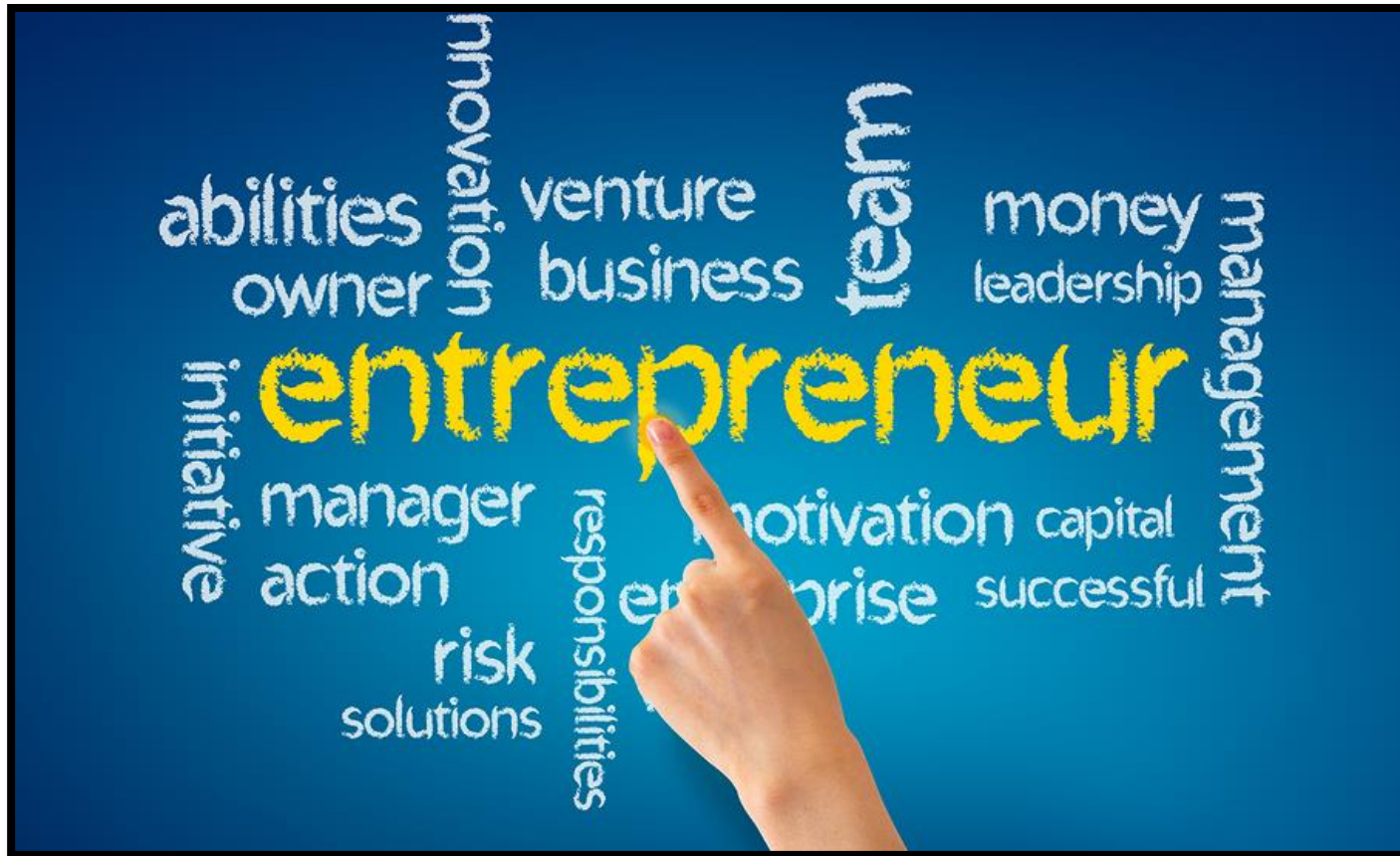
Lessons learnt

Conclusions

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Entrepreneurship? What's that?

This is a good definition

Entrepreneurship

is like giving birth to a child.

The women's Love of child

overcomes the risk of life.

The entrepreneur's passion

overcomes the risk of loss.

- Praveenben

Yes loss! Get ready to ...

Lose weight!

Loose hair!

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Loose money!

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Simply put

Entrepreneurship is the process of starting a business.
The entrepreneur develops a business model,
acquires the human and other required resources,
and is fully responsible for its success or failure.

The gurus

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I, myself, and my obstinacy

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(My secret, don't tell anybody)

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A hundred failed projects

Ever tried. Ever failed. No matter. Try again. Fail again. Fail better.

[SAMUEL BECKETT]

Two successful projects

Two successful projects

When was it set up?

When was it set up?

What was the goal?

Set up a software factory

Explore R&D collaborations

Why a software factory?

R&D: social media analytics

Our R&D service

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Our customers

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Dinamic Area today

Two successful projects

When was it set up?

What was the goal?

Explore R&D collaborations
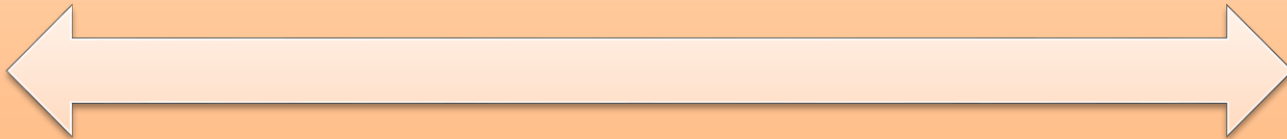
R&D: Enterprise app integration
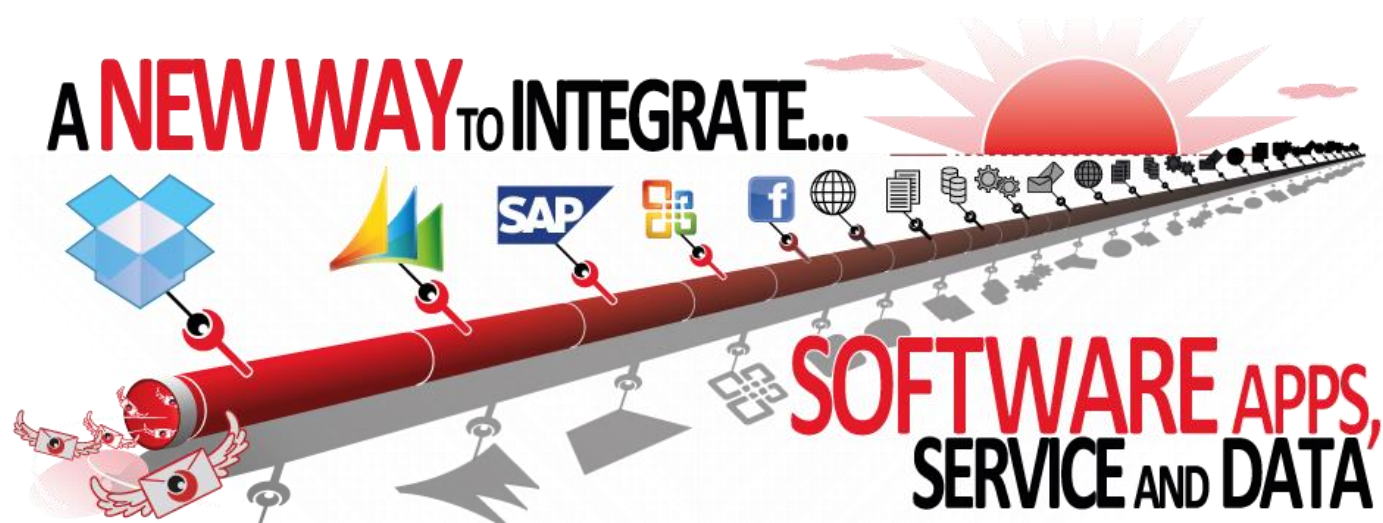
Our R&D product

Our customers

We need a software factory

My team at i2Factory

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Lessons learnt

The idea

Validate your idea

Raise money

Grow your business

Lessons learnt

The idea

Validate your idea

Raise money
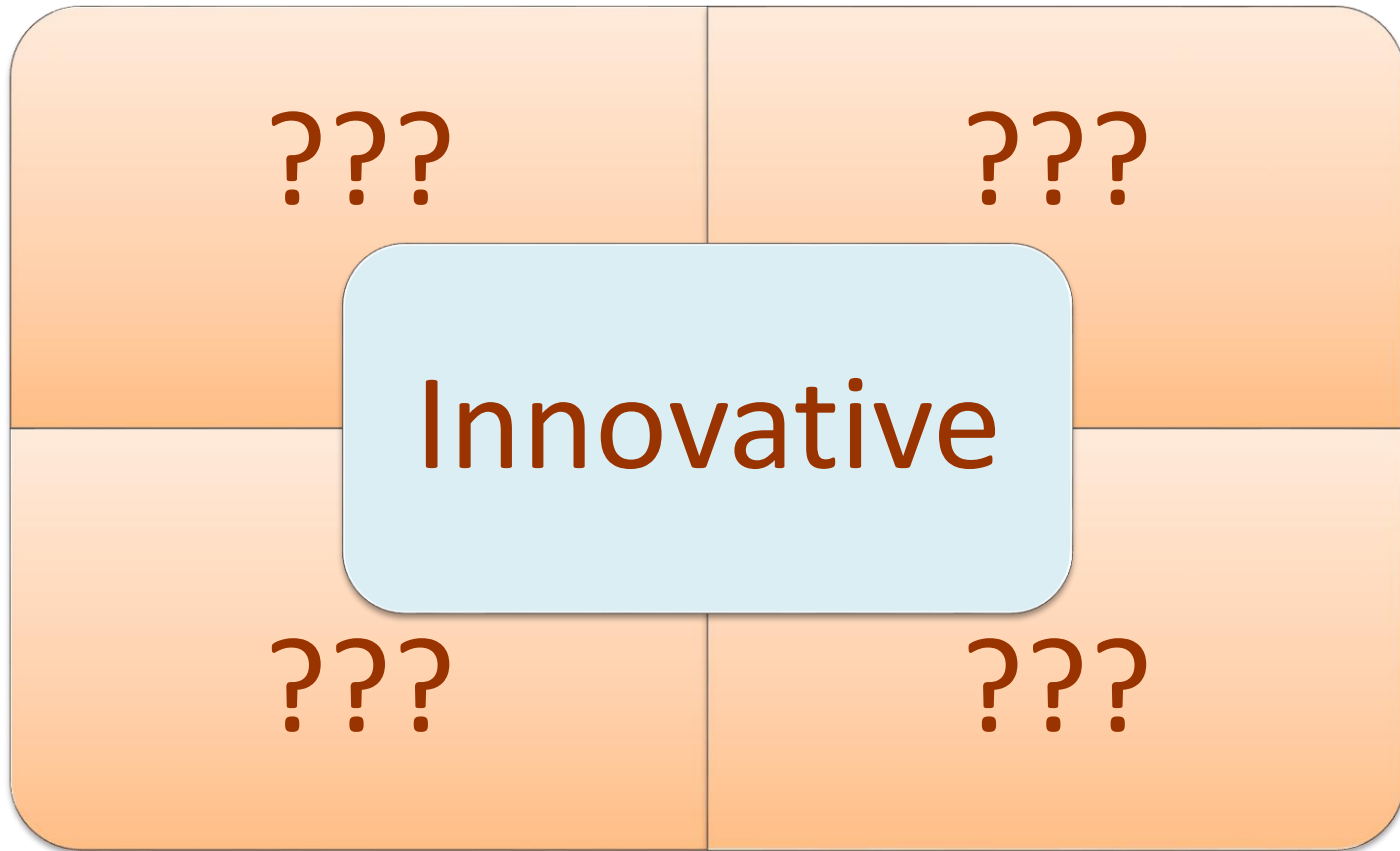
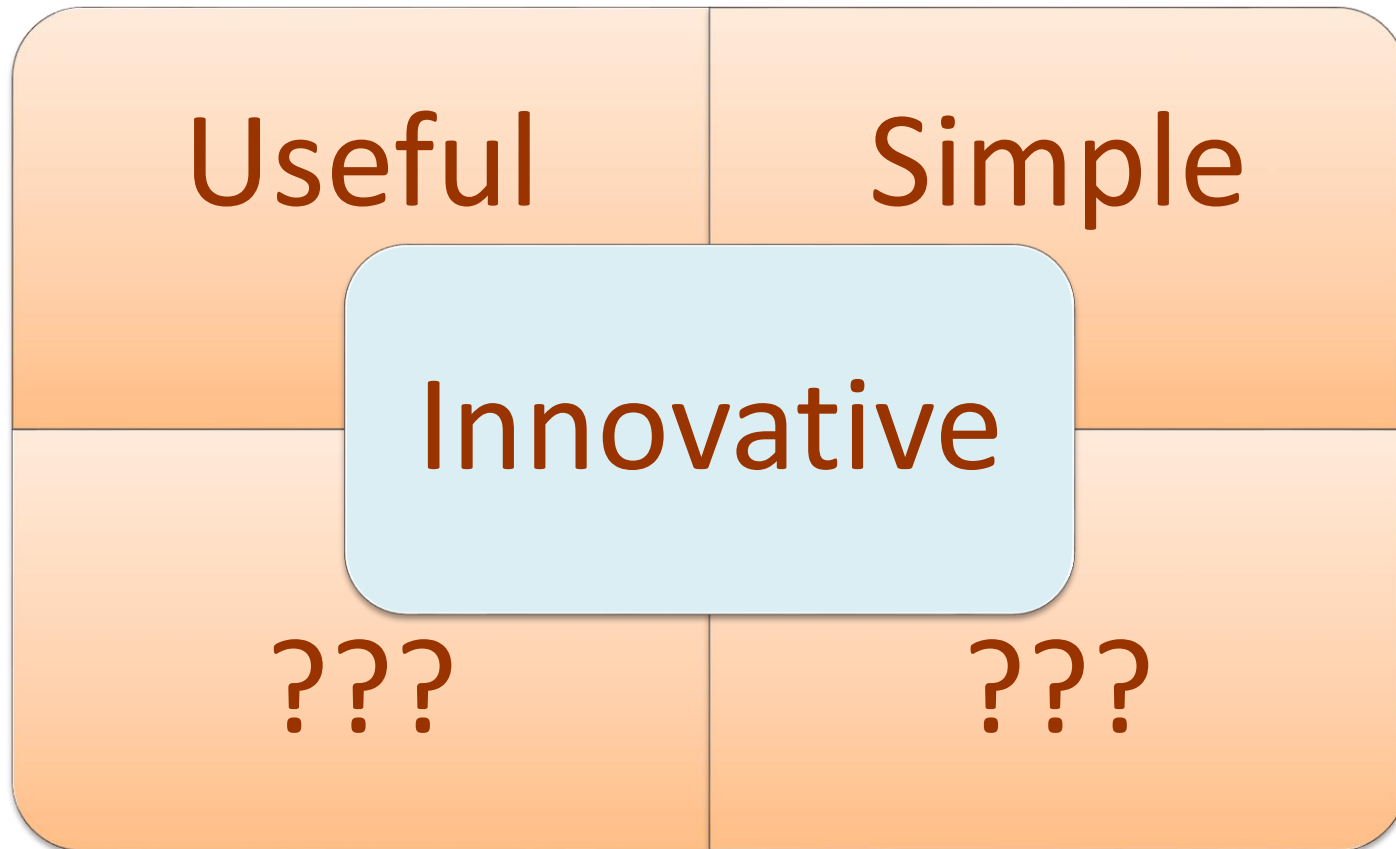Grow your business

What can you do well?

Find a good application

Share your idea!

The application must be…

???   ???

Innovative

???   ???

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But it must also be…

Useful

Simple

Innovative

???

???

Take your time

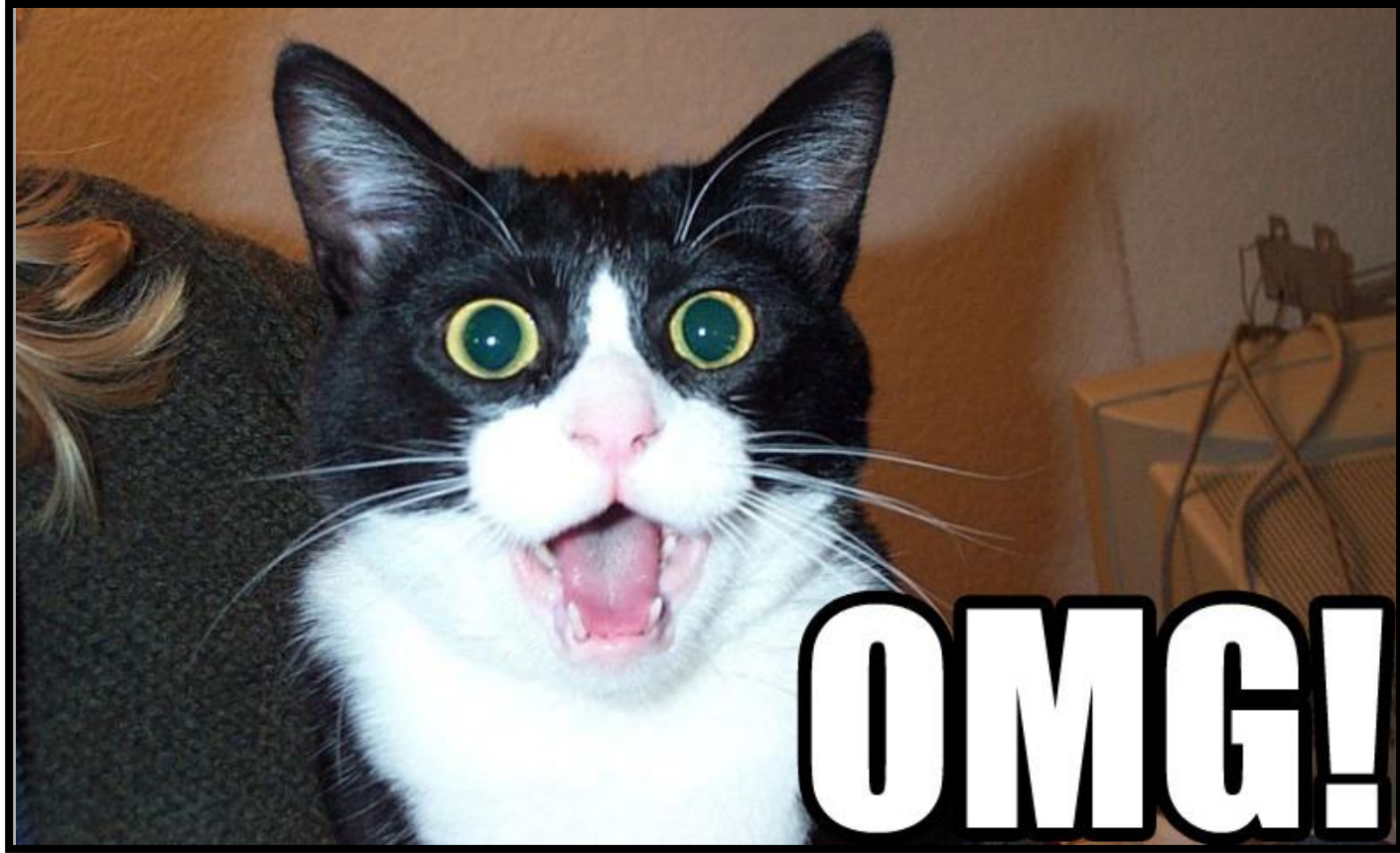All great *achievements* take **time.**

Maya Angelou

How can you make money?

Is it a professional service?

Is it a domestic service?

Is it a product?

Share or not share business ideas?

The application must be…

Useful

Simple

Innovative

Affordable

Profitable
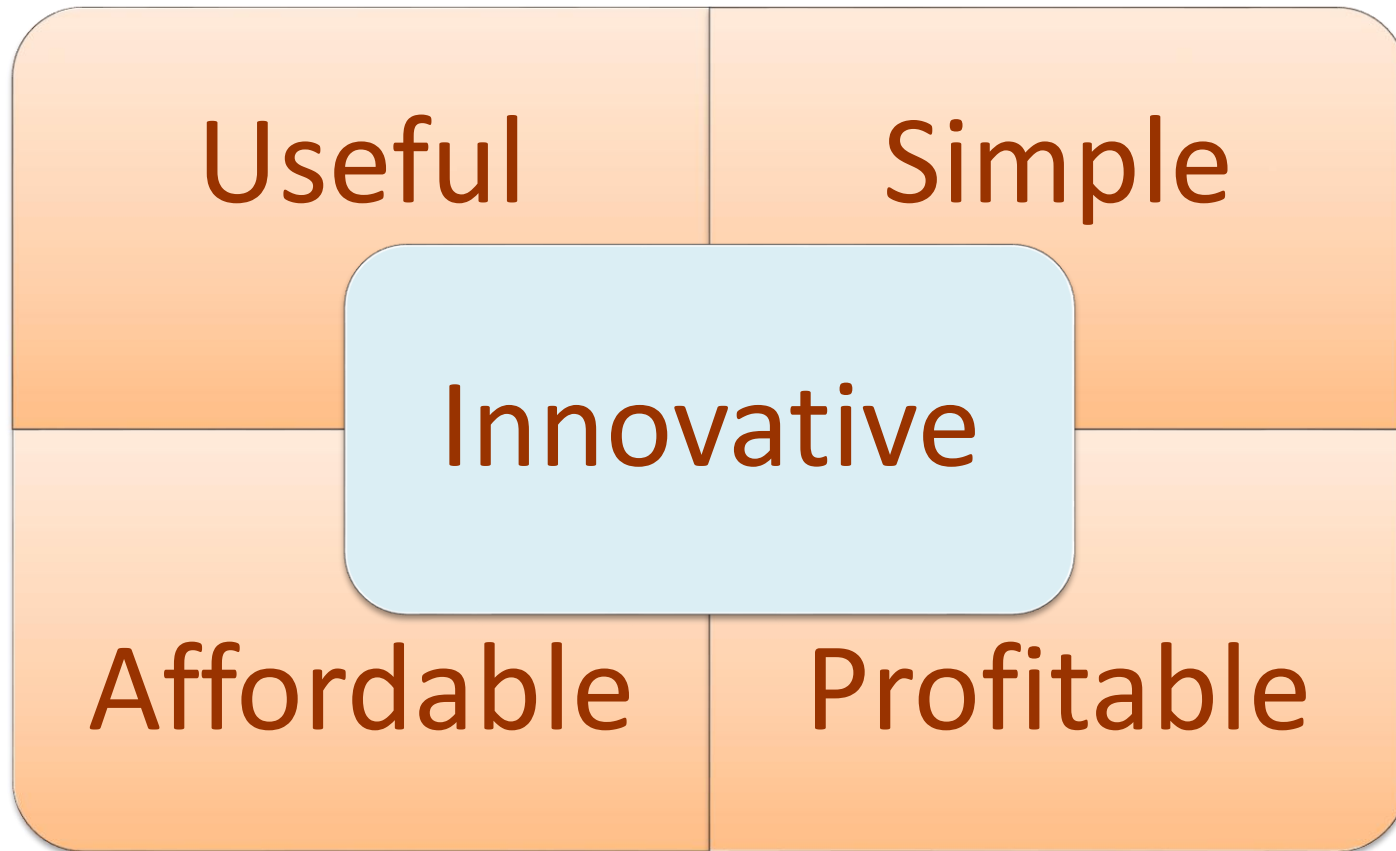
Take more time

Lessons learnt
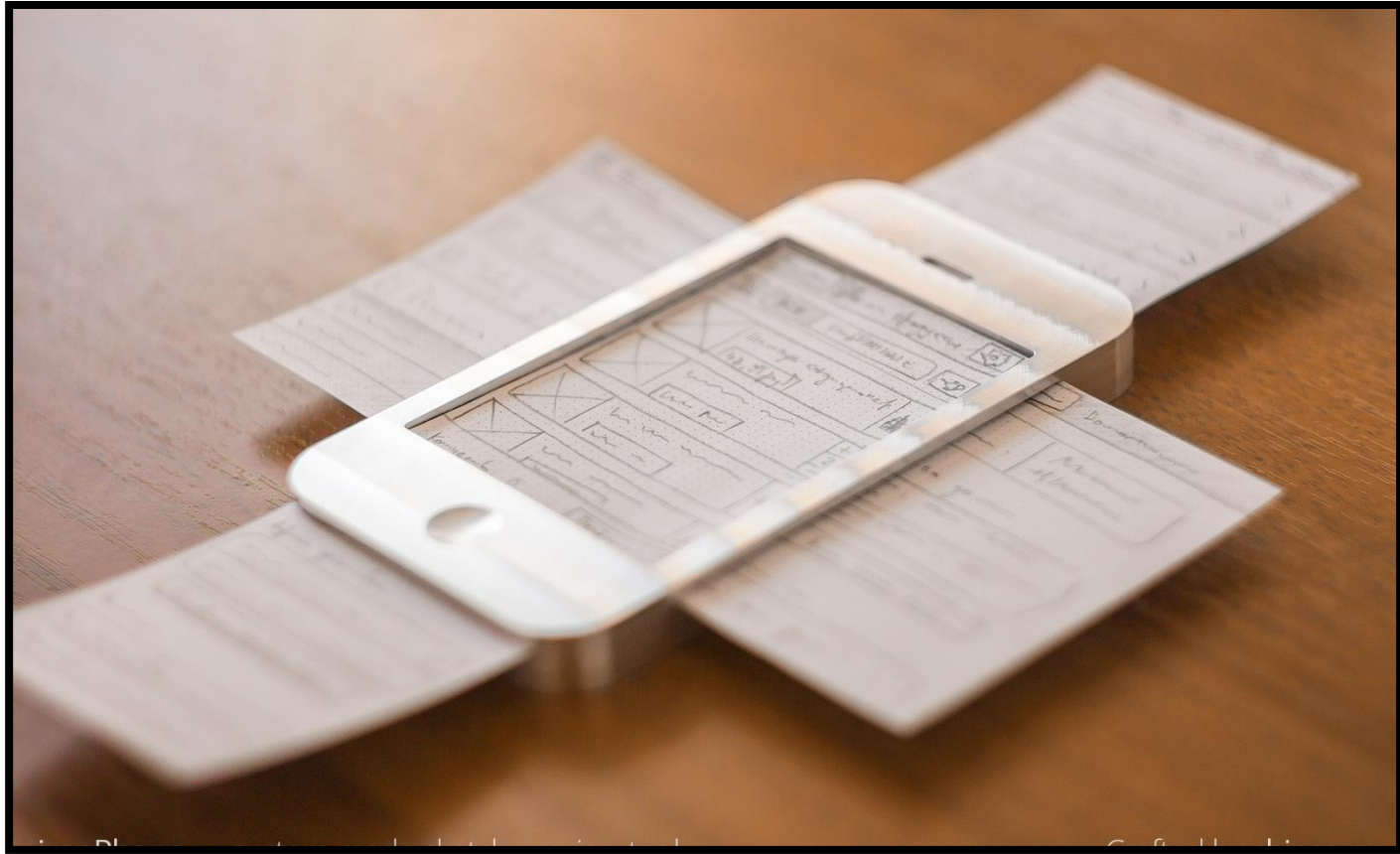
The idea
Validate your idea
Raise money
Grow your business

Identify your core

Prototype it

Offer it to some selected users

Learn from their feedback

Does evidence support your idea?

Doesn't it?

Lessons learnt

The idea

Validate your idea

Raise money

Grow your business

Start with the three F's

FRIENDS
FOOLS &
FAMILY

Then try some professionals

They all require you to produce this

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Sketch of a good business plan

Idea

Competitors

Team

Costs

Revenues

Key questions

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Idea

keep it simple.

(for both tech people and business people)

Competitors
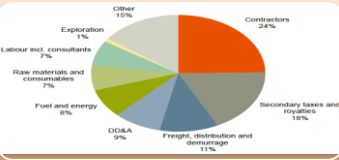
Team

Costs

Revenues

Key questions

Have you validated your idea?

What are the individual contributions of your team members? Who cares of business? Who's responsible for research?

How shall you beat your competitors?

What's the breakdown of your costs?

How can I (the investor) make money with your project?

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Lessons learnt

The idea
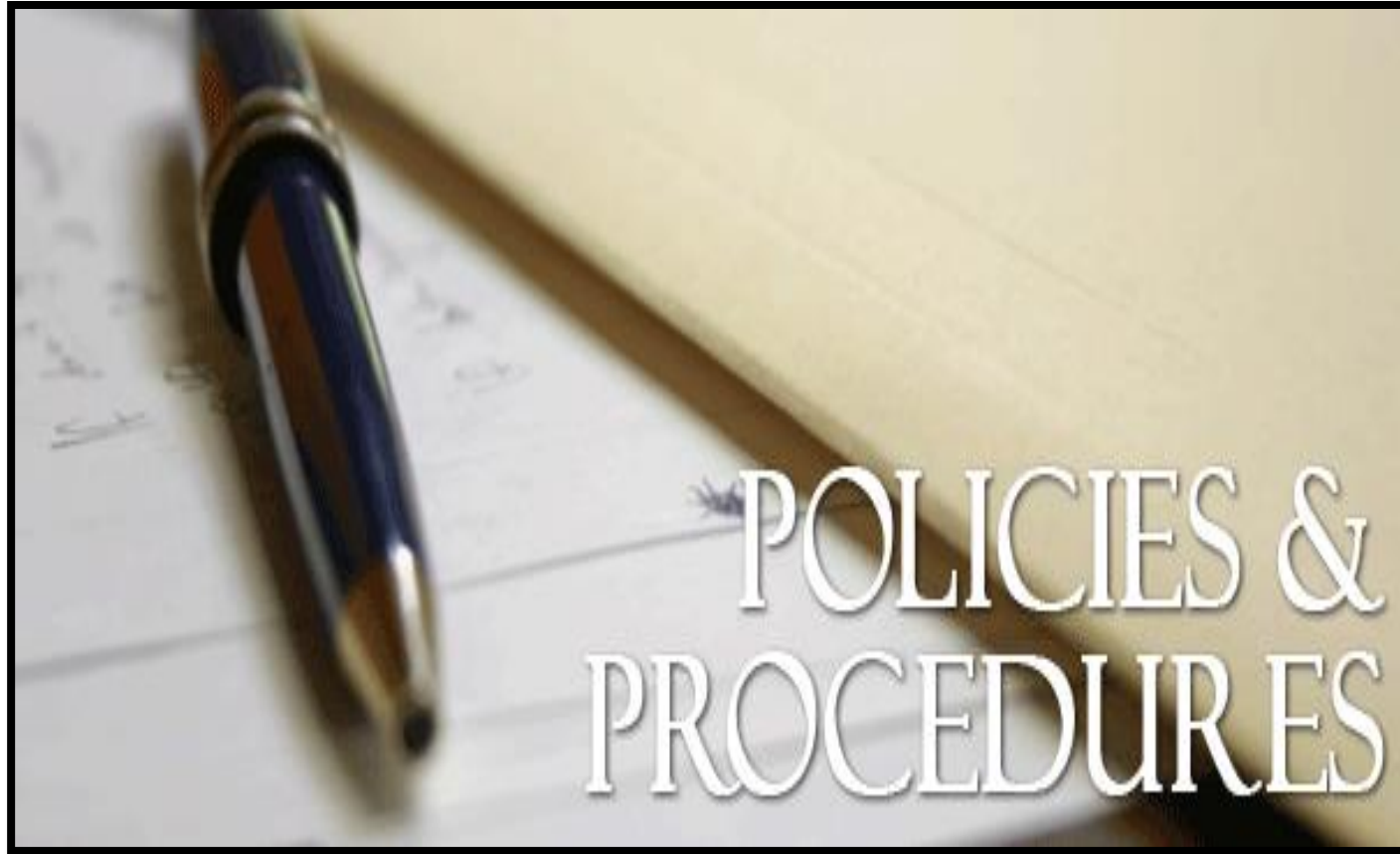
Validate your idea

Raise money

Grow your business

Grow step after step

Document your policies & procedures

Organise your management team

Organise your production crew

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The idea

A BRIGHT

IDEA

Technically sound
Business profitable

Validate your idea

Find money

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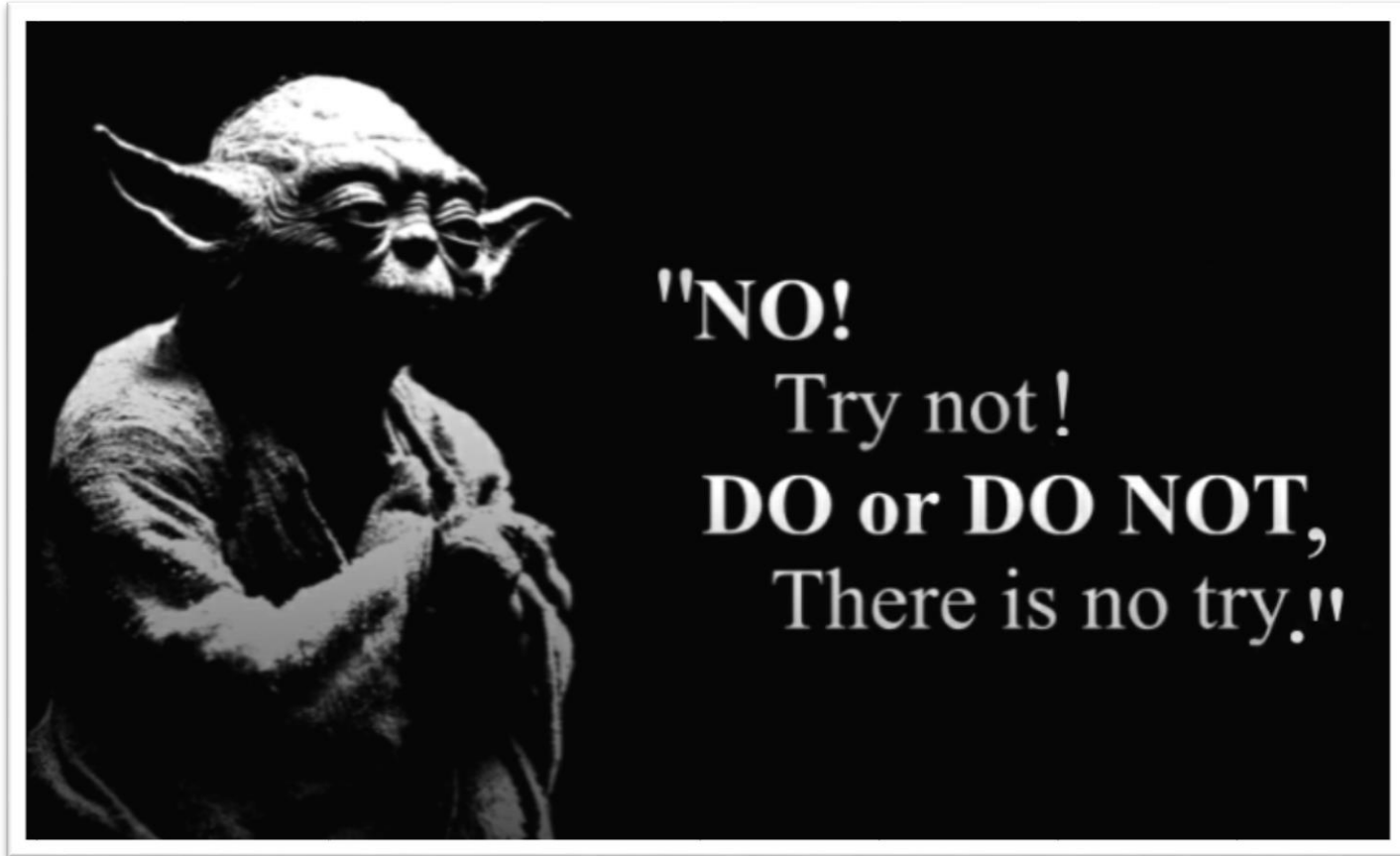# Get ready to grow

Yoda's advice

Thanks

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