

# EMPREENDEDORISMO E NOVOS NEGÓCIOS

# **1. ENTREPRENEURSHIP FUNDAMENTALS**

## 1.1. THE ENTREPRENEURSHIP CONCEPT

**“Entrepreneurship is an individual’s ability to turn ideas into action. It includes creativity, innovation, risk taking, ability to plan and manage projects in order to achieve objectives.”**

(Retrieved from : [https://ec.europa.eu/growth/smes/promoting-entrepreneurship\\_en](https://ec.europa.eu/growth/smes/promoting-entrepreneurship_en))

**“Entrepreneurs forge new paths and risk failure, but persistently seek success.”**

(Retrieved from : Byers et. Al. (2009)

Entrepreneurs strive to make a difference in our world and to contribute to its betterment. **They identify opportunities, mobilize resources, and relentlessly execute on their visions.**

### **How entrepreneurs act to create new enterprises?**

Firms are recognized as key structures in the economy and entrepreneurship as the engine of economic growth. New technologies form the basis of many important ventures where scientists and engineers combine their technical knowledge with sound business practices to foster innovation.

**Entrepreneurs are the critical people at the center of all of these activities.**



**TV5 Chapter 1: The Role and Promise of Entrepreneurship**  
from Stanford eCorner



1 of 3

Entrepreneurial Skills ...



02:07



vimeo

[Link: https://web.stanford.edu/group/techventures/cgi-bin/tv5/chapter-1-the-role-and-promise-of-entrepreneurship/](https://web.stanford.edu/group/techventures/cgi-bin/tv5/chapter-1-the-role-and-promise-of-entrepreneurship/)

## 1.2. THE START-UP DEFINITION

A start-up is a young company or project, launched by a group of entrepreneurs to create, develop, and/or validate a scalable and repeatable economic model, typically in the form of an innovative product and business model and/or a new market segment.

Given its nature and associated uncertainty and risk profile, a specific management framework is usually used to optimise an unfavourable risk reward ratio, seeking to maximize success probabilities and attain exponential growth through the use of technology.

## 1.2. THE ENTREPRENEURSHIP TYPES

Technological entrepreneurship is initiated and culminated in design, development, production, engineering and commercialization of innovative new products and processes.

There are certain attributes that characterize technological entrepreneurship:

- High Potential Opportunity
- Technology-Intensive Opportunity
- Unique technology capable of driving a new business
- High risk of failure

Thérin (2007)

## THE TYPES – SOCIAL ENTREPRENEURSHIP

Social entrepreneurs are individuals with innovative solutions to society's most pressing social problems [...] They are **both visionaries and ultimate realists, concerned with the practical implementation of their vision above all else.** (Ashoka, 2012)

*The social entrepreneur is a mission-driven individual **who uses a set of entrepreneurial behaviours to deliver a social value to the less privileged, all through an entrepreneurially oriented entity that is financially independent, self-sufficient, or sustainable.*** Source: Retrived from <https://timreview.ca/article/523>

process to develop and implement sustainable solutions to neglected problems of society.



# ***ColorADD: o “medicamento” para daltónicos nasceu há 20 anos e circula há dez***

O código criado por Miguel Neiva está presente em mais de 90 países e existe porque “a sociedade se esqueceu dos daltónicos”.

Lusa

26 de Outubro de 2020, 15:51

 Receber alertas



# THE TYPES – TECHNOLOGICAL ENTREPRENEURSHIP

**Technology entrepreneurship** is an investment in a project that assembles and deploys specialized individuals and heterogeneous assets that are intricately related to advances in scientific and technological knowledge for the purpose of creating and capturing value for a firm.

Source: Retrived from

[https://timreview.ca/sites/default/files/article\\_PDF/Bailletti\\_TIMReview\\_February2012.pdf](https://timreview.ca/sites/default/files/article_PDF/Bailletti_TIMReview_February2012.pdf)

## Sword Health. Startup de fisioterapia digital fecha novo investimento de 85 milhões de dólares

Em janeiro, a Sword tinha fechado uma ronda série B no valor de 25 milhões de dólares, ou seja, em seis meses, angariou cerca de 110 milhões de dólares. No total, contabiliza 153 milhões.

30 jun 2021, 15:00



ECONOMIA

# Portuguesa Veniam espera ter 200 mil veículos conectados com a sua tecnologia até final do ano







# Oito milhões de euros depois, esta startup portuguesa despediu 27 pessoas e fechou



Ana Pimentel

Texto

Em 10 anos, a Kinematix recebeu oito milhões de euros em investimento da Portugal Ventures. Paulo dos Santos queria revolucionar o atletismo, mas nem os destaques na NBC ou na Wired impediram o fim.

04 jul 2017, 15:56  35 

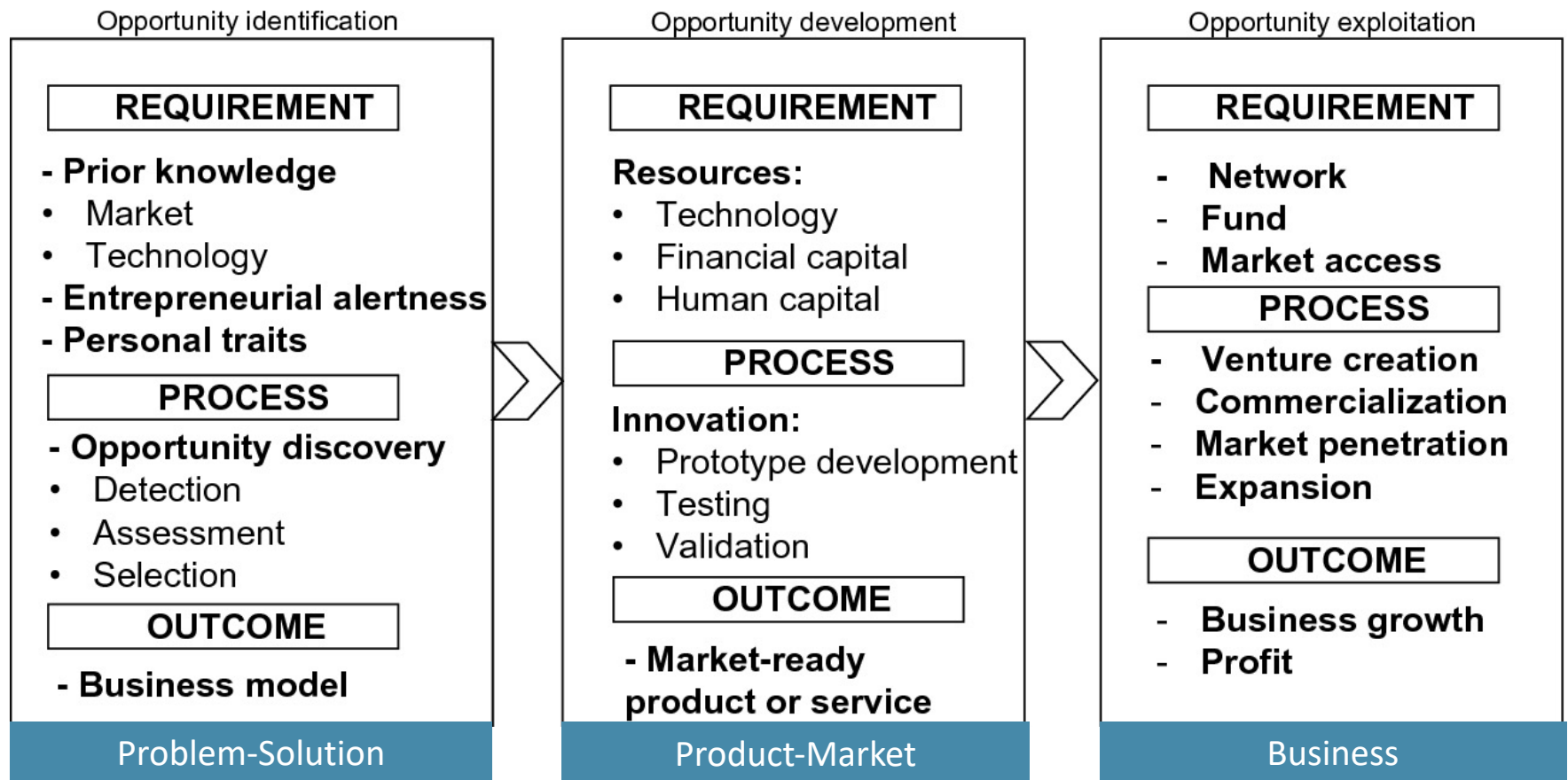


Nove anos depois de lançar a Kinematix, Paulo dos Santos entrou pela casa dos norte-americanos adentro. Com umas sapatilhas,

## 1.3. THE PROCESS - ENTREPRENEURSHIP

The **entrepreneurship process** begins with **ideas** for new products, services, processes, business models, organizations, or markets. **The ability to solve problems with unique and novel solutions is not just a start-up task** – creation is a continuous process through the life of an organization.

(in The portable MBA in Entrepreneurship)



A **business opportunity** primarily is a **product or service that creates significant value for customers and offers significant profit potential to the entrepreneur.**

“(...) focusing on what creates that value to begin with, on defining and refining the problem that needs to be solved for customers and users. **You need to be sure that the problem exists and be able to describe it in some detail before you begin to invest heavily in building your solution.**” Jeffry Timmons (2004)

An **opportunity** is a set of favourable circumstances that creates the need for a new product or service.

An **idea** is a thought, impression or notion, which may or may not have the qualities of an opportunity.



**The identification and evaluation of opportunities is one of the entrepreneur's most important tasks.**

Good opportunities address important market needs.

**Examining social, technological, and economic trends can lead to the identification of emerging needs.**

Entrepreneurs seek to build new ventures and to act on a good opportunity when it matches their capabilities and interests, exists in a favourable context, exhibits the potential for sustainable long-term growth, and facilitates the acquisition of required resources. **Such opportunities offer a reasonable chance of success and require the entrepreneur to make a difficult decision to act or not act.** The choice of an opportunity and the decision to act is a critical juncture in the life of an entrepreneur. With the decision to act, the entrepreneur prepares a business summary for the venture that is used to test the new venture with potential investors, employees, and customers.

## Task 1: Brainstorming of Ideas (Make a list with 3 possible ideas)



## **Task 2: Assessment of Ideas (Answer the following questions and rank the ideas – what is the idea with higher potential?)**

### **Identify a compelling opportunity:**

- Why does opportunity excites you? (Motivation)
- How it can solve a problem? (Market need)
- Will availing this opportunity return you the benefits? (Return)
- How does the idea fit into your background and experience?
- What business skills do you have?