

TITULO ABREVIADO DO DOCUMENTO

Relatório de Aprendizagens de Portefólio IV Curso de Empreendedorismo

Nuno Ricardo Gago Pinto

(Relatório de Aprendizagem)

Resumo— Através deste relatório pretende-se descrever de uma forma resumida algumas aprendizagens adquiridas ao longo do Curso de Empreendedorismo leccionado pelo Prof. Doutor Miguel Mira da Silva. Esta actividade contribuiu, de certo modo e de forma muito gratificante, para promover a motivação e abordar a criação de modelos de novas empresas viáveis, metodicas e sustentaveis.

Palavras Chave—Empreendedorismo, Inovação, Startup, Sustentabilidade.

ISTO NÃO É DOCUMENTO QUE SE APRESENTE

1 INTRODUÇÃO

Na sociedade actual, somos diariamente confrontados com desafios cada vez maiores, onde se impõem novas abordagens e técnicas específicas para ultrapassar os permanentes desafios que nos surgem, e onde, ao mesmo tempo, o futuro se torna cada vez mais incerto surgindo a permanente necessidade de colmatar estas incertezas com métodos dos inovadores, minimizando dessa forma os riscos e tentando perceber o mais precocemente possível, as adversidades que poderíamos vir.

2 ABORDAGEM UTILIZADA

A abordagem utilizada teve como ponto fulcral o curso on-line "Entrepreneurship – From Idea to Launch" desenvolvido pelo Prof. Dr. Jeff Cornwall [1], professor de empreendedorismo na Universidade de Belmont nos Estados

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Manuscrito entregue em 20 de Junho de 2014.

Unidos da América.

Neste curso come-se por explicar alguns exemplos de boas práticas utilizadas no processo associado ao empreendedorismo, processo este que pode ser aprendido e aperfeiçoado com a experiência. Neste curso on-line de empreendedorismo oferecido uma série de palestras para orientar um aspirante a empreendedor nos passos que o ajudarão muito a aumentar possibilidades de transformar uma sua ideia em um negócio bem sucedido.

Além deste curso on-line fomos convidados a participar em palestras e apresenta-se de "ninhos de empresas" e aceleradores de empresas onde nos foram apresentados casos de exemplo e metodologias utilizadas por diferentes empreendedores nos seus casos de sucesso, e também que os mais marcou para que hoje partilhem os seus exemplos e as suas atitudes inspiradoras.

Na sequência desta metodologia fomos solicitados a criar e procurar ideias inovadoras que nos poderiam levar a criar uma empresa de sucesso, utilizando como referência os exemplos referenciados.

Este curso teve uma forte componente de desenvolvimento das relações humanas

	LEARNING					DOCUMENT						
	CONTEXT x2	SKILLS x1	REFLECT x4	S+C x1	SCORE	Structure x0.25	Orthogr. x0.25	Gramm. x0.25	Format x0.25	Title x0.5	Filename x0.5	SCORE
(1.0) Excelent												
(0.8) Very Good												
(0.6) Good												
(0.4) Fair												
(0.2) Weak												
	0.4	0.2	0.8	0.2	1.6	0.05	0.05	0.05	0.10	0.25	0.5	1.0

nomeadamente na vertente de procurar encontrar as necessidades dos outros para dessa forma encontrar uma oportunidade. Desenvolveu tamb[unavailable]s faculdades de apresenta[unavailable] e conseguir explicar as ideias de uma forma estruturada, mas fundamentalmente inspiradora.

3 A NOSSA IDEIA QUE PODE SER UMA EMPRESA

As ideias desenvolvidas pelo meu grupo adv[unavailable]a necessidade de nos dias hoje as pessoas precisam de rela[unavailable]s humanas, dois exemplos de exploramos em detalhe foram:

- Nos pais de hoje em dia h[unavailable]a dificuldade enorme em conseguir chegar as escolas dos filhos [unavailable]ra pre-determinada que esta fecha. Assim, a nossa primeira ideia adv[unavailable]a oportunidade de neg[unavailable] para esta [unavailable]a;
- Considerando os indicadores considerados importantes para a real desavalancagem da economia em Portugal apontam para o turismo como um factor muito importante. Da [unavailable]tra ideia do nosso grupo adv[unavailable]a real falta de um servi[unavailable]e taxi personalizado. Este servi[unavailable]retende focar-se no mercado empresarial que se desloca ao nosso pa[unavailable] beira mar plantado onde podem ser disponibilizadas a uma m[unavailable]a dist[unavailable]ia diferentes locais tur[unavailable]icos;

4 CONCLUS[unavailable]

A curso foi seguido utiliza[unavailable] uma abordagem muito interessante e inovadora de aprender fazendo.

Desta forma fomos confrontados com a necessidade a encontrar um problema e suplanta-lo com uma oportunidade de neg[unavailable] e assim desenvolver a metodologia necess[unavailable]a para criar uma empresa sustent[unavailable]l e procurar forma de financiamento.

Esta metodologia foi experimentada e

apresentada nas diversas visitas a *ninho de empresas* e aceleradores de empresas que nos estimularam [unavailable]ova[unavailable] e ao empreendedorismo, vendo e aprendendo com o que de melhor h[unavailable] Portugal e no mundo nesta mat[unavailable]a.

No meu ponto de vista esta forma de o fazer foi bastante importante e interessante pois houve uma verdadeira liga[unavailable] do estudo [unavailable]cidade e [unavailable]dustria.

REFERÊNCIAS

- [1] Professor Dr. Jeff Cornwall, Curso on-line: *Entrepreneurship - From Idea to Launch*, <https://www.udemy.com/entrepreneurship-from-idea-to-launch/>

Não citado no texto !



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Neste tipo de documento (Técnico) a Conclusão deve começar com um resumo do assunto abordado e depois deve realçar o resultado

APÊNDICE

COMPROVATIVOS DE EXECU[U+FFFD] DO CURSO ON-LINE

Certificado comprovativo de execu[U+FFFD] do curso on-line "Entrepreneurship – From Idea to Launch", do Professor Dr. Jeff Cornwall. [1] Relatorio de trabalho 1 Relatorio de trabalho 2



Relatorio de trabalho 3 Relatorio de trabalho 4 Apresenta[U+FFFD] Final

PCE 2014 - Exercise 1

Group G

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79466 – João Eduardo

1)

The first step to launch an idea is the idea generation, where the ideas are brought just by sharing needs and pointed difficulties found in the environment. From these ideas without any clear verification of each impact is performed the Opportunity Assessment where referenced the business intrigue with a good possibility of possible solutions. From these solution is formulated the “Business Modeling” to try to figure what is needed to architect the business, on which is much cheat to fail here. Therefore is easier to fail in paper than in practice.

After can occur or not the “Business Planning”, which is generally used to bring money from external funding and this way start the “Execution” phase where the idea is finally brought to practice and executed in real live in the market.

The entrepreneur we visited, firstly started to build his idea, with few things (experimental phase), doing little jobs with only one computer and a printer, he made plans to face the market, make a feasibility studies and look for conditions to start (launch) the idea. Steps were taken, in terms of find the place to open the business (legal personality) and try to legalize it.

When moving to launch, the entrepreneur had challenges like financing and what audience try to reach or in way to establish salaries for the employees, because they had little grip.

2)

According to the interview with the entrepreneur visited by us, his business is starting and still in the stage of growth.

- 1- **Pre-launch stage:** The challenge was the financing and able to buy the materials for office.
- 2- **Start-up stage:** The main challenge was the legalization of the business.
- 3- **Growth stage :** Exploration of the market, promoting the service and marketing.
- 4- **Maturity stage:** Adding new services by maintaining that are already stable.

3)

A good entrepreneur is able to understand and assess the balance and calculate the potencial of failure and at the same time the potencial of losing the opportunity. Therefore the “Risk of failure” is the risk an entrepreneur can encounter to start a business and this business fails, it can destroy their reputation, their savings, or every single loose that can happen. It's a very common risk that stops common people to start a business. On the opposite the “risk of missing opportunity” is risk of not doing the right thing in the right moment to start a very successful business, and this way start a very successful business.

In the case of the entrepreneur we interviewed the risk of failure has been identified during the market research, caused by fact that at that location intended to implement this business, the

Section 2 Exercises

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1.

Idea 1: With the challenges of the current world it is notable the lack of time to be on time to pick the kids from school on the time is needed. Therefore, the idea is to create a taxi/bus that picks the kids from the school at the right time and drives them home safely in the end of the day and/or delivers the kids in the morning. This service could include ad-hoc personalised care in case the parents are late or need to have a late work.

Idea 2: The idea is to create a personalised service (with taxis or minibuses) to perform guided visits to areas of Portugal, (e.g Sintra, Fatima, Lisboa, Braga, of even Dive experiences....), with ad-hoc guides, where to hotels would have the flyers and get a piece of the margin (2% ~ 5%).

2.

Idea 1: A trial with a wrong brand could used by promoting the “possible” service in the internet and ‘flyers’ on certain kids care to check the market interest on it

But an check on the prices on the internet for babysitting showed the prices are around 5EUR/hour during normal working hours, and 10EUR or even more after that.

Idea 2: According with to the prognostics the tourism in Portugal should have an increase of 5% per year in the next 5 years, on a business of 1’212.6MEUR, is expected the main increase would be in the middle-high customer (4 * hotels), with an expected number of customers in 2015 of ~18’000’000 customers on 4 * hotels.

If from these 5% would use this personalised services would create a market of 900’000 customers a year, without considering the 600’000 from both the 3 * and 5 * hotels.

In a trial phase, the initial investment could be none once the car’s and/or mini-buses could be rented (off course in mid/long term the costs would be much higher).

3.

Idea 1: The inital costs are minimal, for the babysitting service just needs to be considered the costs with resources, those needs to get half the price mentioned.

In the case of the pick-up service, if using a rented car it costs ~100EUR a day, plus the driver cost ~20/Day, therefore it only makes sense to create the business if there are is an income per day of 250EUR. Meaning if using 5 kids, each one would pay 50EUR/day => ~1’500EUR/month.

With the current economical status in Portugal, this idea is not really a good approach for a business. :(

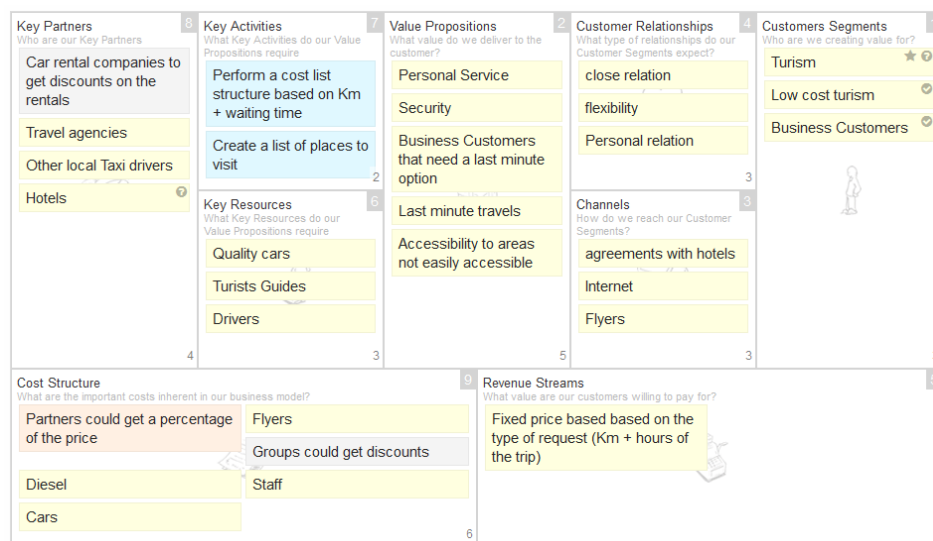
Section 3 Exercises

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1.

The main point of focus on our business is to establish a close relation with the customers, where on the today's high demanding society (specially in business) is required security and the insurance of basic services like moving from A-B or just relax by changing the ambient (like get a dinner on different place) or even take the opportunity to see a new thing just because we did not thought about it and the agenda allows it, but having the guarantee the driver is their to pick us up and does not let us down.



Tamanho máximo: DUAS PÁGINAS (depois de remover as perguntas)

1

Section 4 Exercises

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1.

- What is the concept?

The idea is to create a personalised service (with taxis or minibuses) to perform guided visits to areas of Portugal, (e.g. Sintra, Fatima, Lisboa, Braga, or even Dive experiences....), with ad-hoc guides, where to hotels would have the flyers and get a piece of the margin (2% ~ 5%), where the major points on our business is to establish a close relation with the customers and feel engaged with the professional attitude they get.

- Why is it an opportunity?

With growth expected for tourism in Portugal, we will mainly focus on the business tourism where the main key points are the trust and professionalism, another possible tourism interest point is for the last minute customer that just bought a cheap flight but are interested to know the area or the country but did not have prior arrangements.

In combination with the today's high demanding and challenging society (specially in business) is required security and the insurance of basic services like moving from A-B or just relax by changing the ambient (like get a dinner on a different place) or even take the opportunity to see a new thing just because the customer did not think about it although the agenda allows it, but having the guarantee the driver is there to pick us up and does not let the customer down.

- What makes you able to pull it off?

We have been using similar types of services on my business career over the world, made us experienced on the type of attitude, giving good results to build the trust from the customers and make them come back again.

- Who are your customers and how will you connect with them?

The main focus would be business tourism segment, and last minute tourism where the visits are planned by the customers themselves, with ad-hoc guides, where to hotels would have the flyers and get a piece of the margin (2% ~ 5%). Another way to connect with the customer is by our webpage and social media (facebook), and this way we will improve more customer relationship.

- How will you run the business?

The resources would be chosen by their professional attitude and verified by phone check points to ensure the schedules are granted and customer does not get frustrated by a missing/delayed/misunderstanding. In order to reduce the initial cost with cars/mini-buses the suggestion is to use rented cars/minibuses.

- How much money do you need and what do you need it for?

For the initial phase an investment of 10'000EUR for the initial 6 months, this would cover:

Tamanho máximo: DUAS PÁGINAS (depois de remover as perguntas)

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Business Idea

NJ Business