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02	CIENCIA	• BEHAVIORAL ECONOMICS
03	IMPACTO ECONÓMICO	• VALUACIÓN 2.0
04	IMPACTO SOCIAL	• INVERSIÓN DE IMPACTO
05	PROCESOS FINANCIEROS	• VALUACIÓN 2.0 • BEHAVIORAL ECONOMICS
06	INNOVACIÓN	• DISEÑO DE SERVICIO



**ITESO**  
Universidad Jesuita  
de Guadalajara

**ITERA  
LABS**

# Estrategias para la valuación en el EE

PROYECTO DE APLICACIÓN PROFESIONAL (PAP)

# EE

Ecosistema emprendedor

Startup  
Inversionista  
Valuación  
ITERALABS





## Behavioral Economics

Desde la corriente conductista se estudia la toma de decisiones del humano



## JUPITER

It's the biggest planet in our Solar System and the fourth-brightest object in the sky



## SATURN

Yes, this is the ringed one. It's a gas giant, composed mostly of hydrogen and helium



## Nube

Mercury is the closest planet to the Sun and the smallest one in the Solar System





**Valuación y Confirmación** = .12 + .095 \* (Experiencias pasadas) +  
.095 \* (Proyectos similares) + .095 \* (Emprendedores que le  
recuerden) + .095 \* (Mercado del producto) + .5 \* (valor calculado)

**Anclaje**= .12+.25\*(Negociar en aumento) + .25 \* (Negociar en  
descenso) + .19 \* (Cálculo correcto) + .19 \* (Cálculo incorrecto)

Fórmula desde la intuición del inversionista para calcular los sesgos cognitivos

# 1. This is a great headline

And this is the subtitle that makes it comprehensible





# Cuentas contables y su importancia en Startups

1. Principales cuentas a considerar
2. Modelos financieros
3. Startups de transformación de materia prima

# PROCESAMIENTO Y VISUALIZACIÓN / PROBLEMÁTICA

## ESTADÍSTICA DESCRIPTIVA

Ciencia que implica la recopilación de datos, la interpretación de datos y, finalmente, la validación de datos. Se busca cuantificar los datos y aplicar alguna forma de análisis estadístico.

## VISUALIZACIÓN DE DATOS

Describe la presentación de la información abstracta en forma gráfica. Permite detectar patrones, tendencias y correlaciones que de otro modo podrían pasar desapercibidos en los informes, tablas o hojas de cálculo tradicionales.

# PROCESAMIENTO Y VISUALIZACIÓN / DATOS A ANALIZAR

## ESTADOS FINANCIEROS

Series de tiempo de cada simulación para ver comportamiento y mínimos y máximos globales para ver mejor y peor situación a la que se puede enfrentar la startup.

## VALUACIONES

Histograma de frecuencia y ajusta a función de densidad para ver comportamiento y llegar a una valuación más real.

# PROCESAMIENTO Y VISUALIZACIÓN / RESULTADOS

DATOS  
FINANCIEROS

IMAGEN CON RESULTADOS

VALUACIONES

IMAGEN CON RESULTADOS

# You could use three columns, why not?

## MARS

Despite being red, Mars is a cold place, not hot. The planet is full of iron oxide dust

## JUPITER

It's the biggest planet in our Solar System and the fourth-brightest object in the sky

## SATURN

Yes, this is the ringed one. It's a gas giant, composed mostly of hydrogen and helium

# Sometimes, reviewing concepts is a good idea

## VENUS

Venus has a beautiful name, but it's terribly hot, even hotter than Mercury

## MERCURY

Mercury is the closest planet to the Sun and is only a bit larger than our Moon

## MARS

Despite being red, Mars is a cold place, not hot. The planet is full of iron oxide dust

## JUPITER

It's a gas giant and the fourth-brightest object in the sky

## SATURN

Yes, this is the ringed one. It's a gas giant, composed mostly of hydrogen and helium

## NEPTUNE

Neptune is the fourth-largest planet in our Solar System and the farthest from the Sun

# A picture always reinforces the concept

Images reveal large amounts of data, so remember: use an image instead of long texts. Your audience will appreciate that



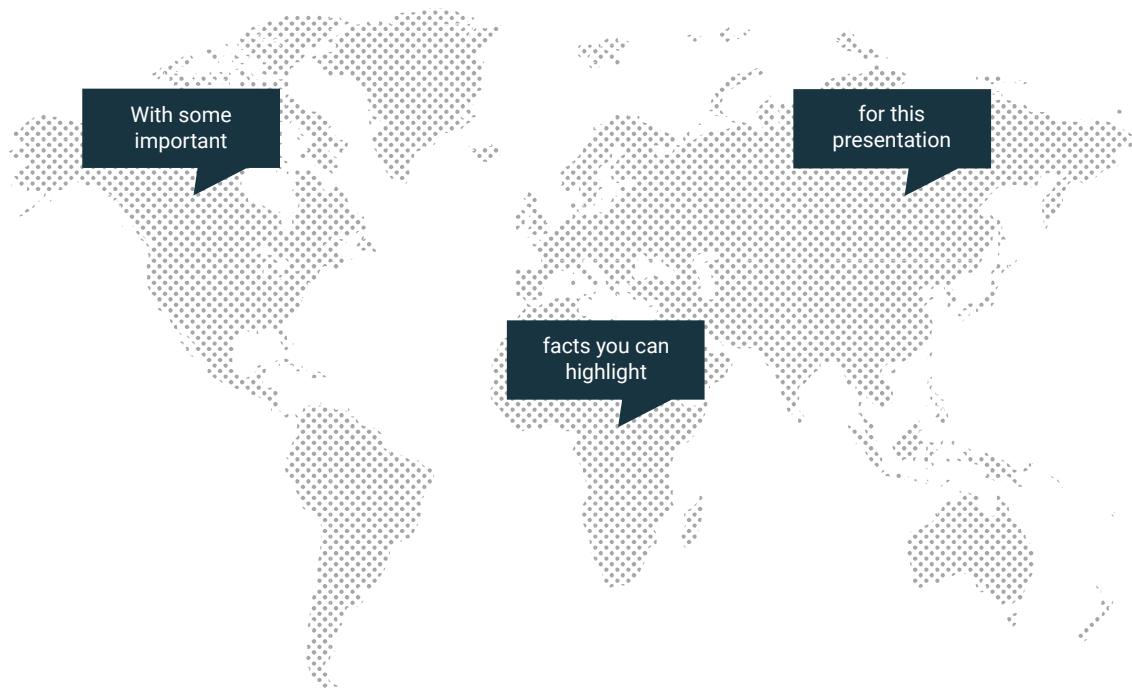


A picture is worth  
a thousand words

# Fantastic words

Because key words are great for catching your audience's attention

# This is a map



With some  
important

for this  
presentation

facts you can  
highlight

# A timeline always works fine



Venus has a beautiful name, but it's terribly hot

Mercury is the closest planet to the Sun

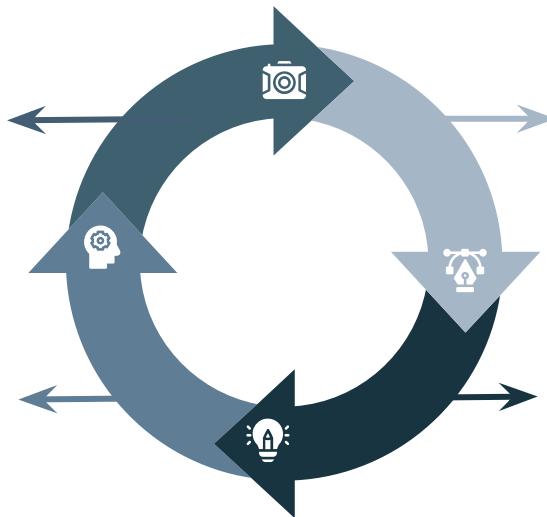
Jupiter is the biggest planet in our Solar System

Despite being red, Mars is a cold place, not hot

# Infographics make your idea understandable...

**NEPTUNE**  
Neptune is the fourth-largest planet in our Solar System

**VENUS**  
Venus has a beautiful name, but it's terribly hot, even hotter than Mercury



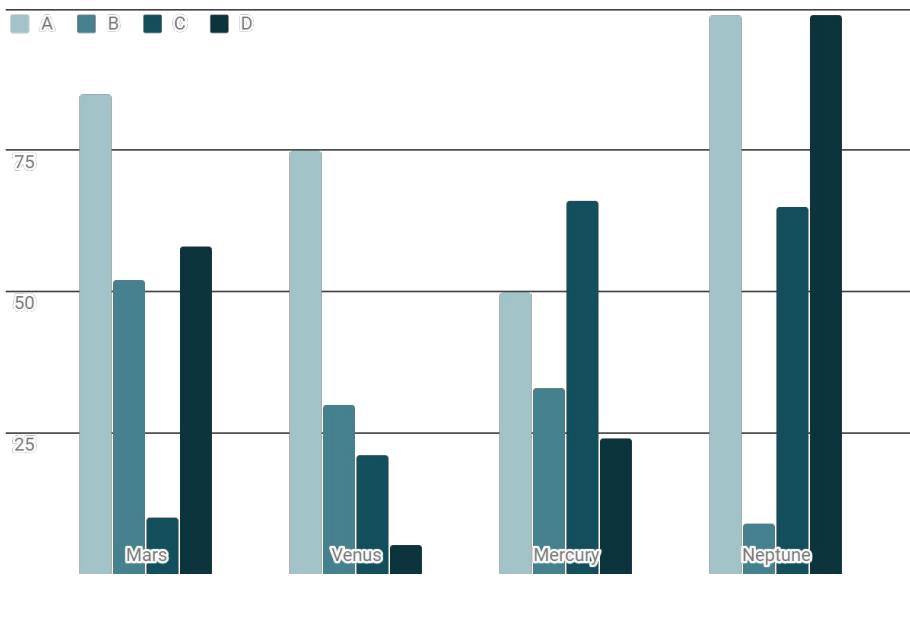
**MERCURY**  
Mercury is the closest planet to the Sun and is only a bit larger than our Moon

**JUPITER**  
It's a gas giant and the biggest planet in our Solar System

# ... and the same goes for tables

	MASS (earths)	DIAMETER (earths)	SURFACE GRAVITY (earths)
MERCURY	0,06	0,38	0,38
MARS	0,10	0,60	0,53
SATURN	9,54	9	7,8

# Display data in graphs



If you want to **modify this graph**, click on it, follow the link, change the data and replace it

## DAY 1

Mercury is the closest planet to the Sun and is only a bit larger than our Moon

## DAY 2

Neptune is the fourth-largest planet in our Solar System

## DAY 3

Venus has a beautiful name, but it's terribly hot, even hotter than Mercury

## DAY 4

Jupiter is a gas giant and the biggest planet in our Solar System

9,256,147,158

Big numbers catch your audience's attention



**333,000.00**

earths is the Sun's mass

**24h 37m 23s**

is Jupiter's rotation period

**386,000 km**

is the distance between the Earth and the Moon

# Key words are great for catching your audience's attention



Day 1

**Mercury** is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon



Day 2

**Venus** has a beautiful name and is the second planet from the Sun. It's terribly hot and its atmosphere is extremely poisonous

A picture always  
reinforces the concept



Images reveal large amounts of data quickly, so remember: use an image instead of long texts. Your audience will appreciate that



# The slide title goes here!

Do you know what helps you make your point clear? Lists like this one:

1. Because they're simple
2. You can organize your ideas clearly
3. And because you'll never forget to buy milk!





## A picture always reinforces the concept

Images reveal large amounts of data quickly, so remember: use an image instead of long texts. Your audience will appreciate that





## Use an image instead of long texts

Do you know what helps you make your point clear? Lists like this one:

1. Because they're simple
2. You can organize your ideas clearly

## A picture always reinforces the concept

Images reveal large amounts of data quickly, so remember: use an image instead of long texts. Your audience will appreciate that

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# The slide title goes here!



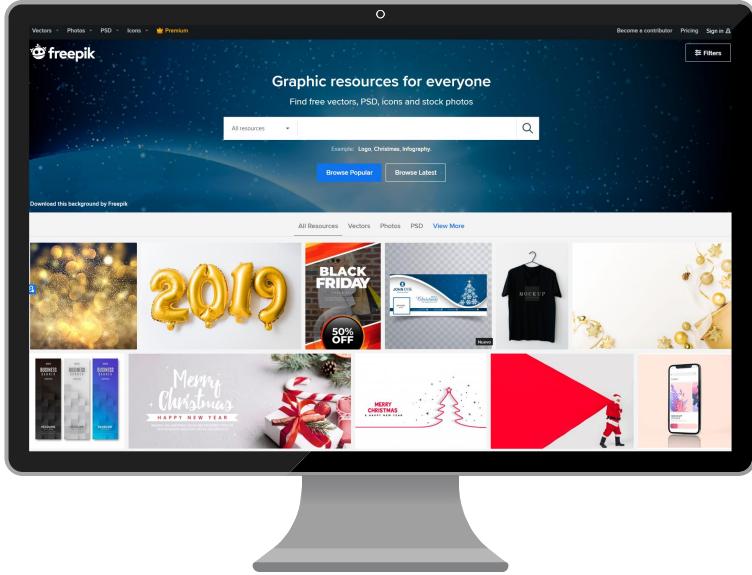
Do you know what helps you make your point clear? Lists like this one:

1. Because they're simple
2. You can organize your ideas clearly
3. And because you'll never forget to buy milk!



“ Words full of wisdom that someone important said and can make the reader get inspired.”

—Someone famous



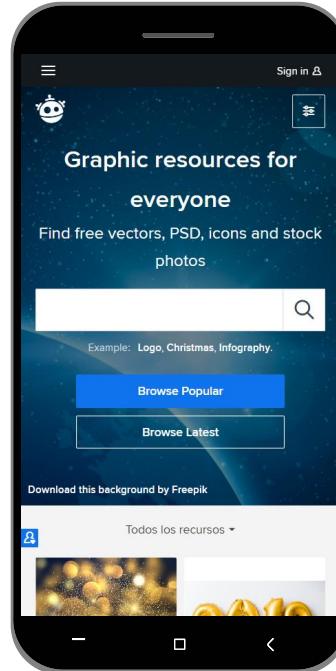
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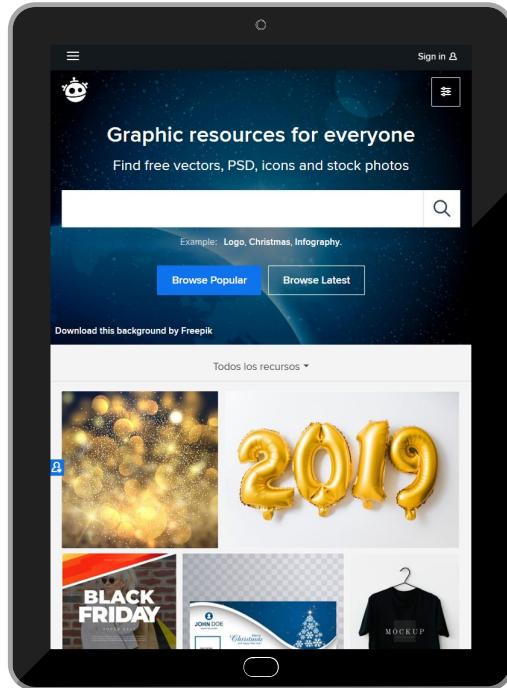
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# Mobile Web

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# Tablet App

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# Thanks!

Does anyone have any questions?

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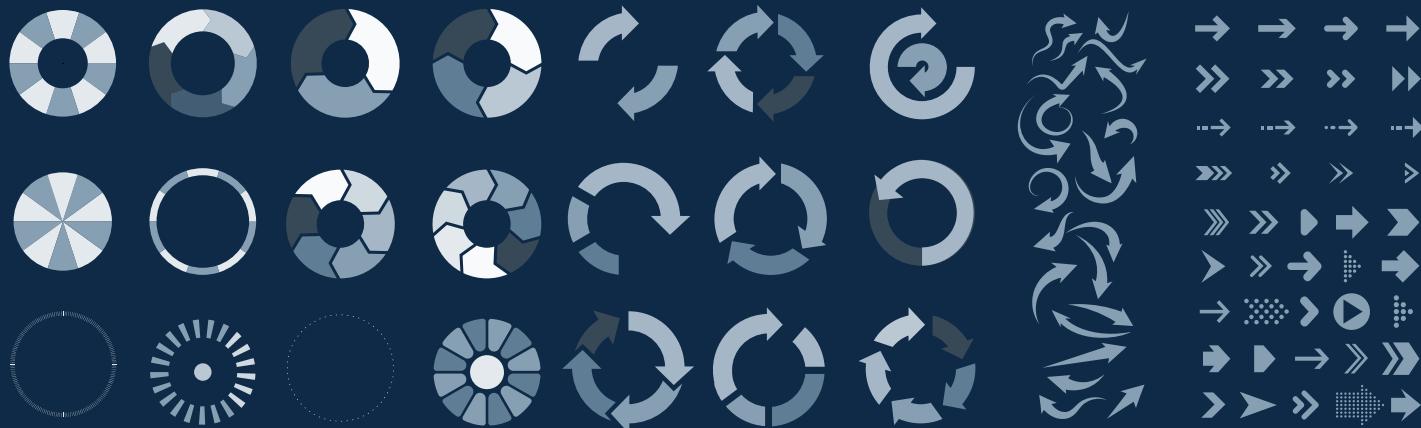
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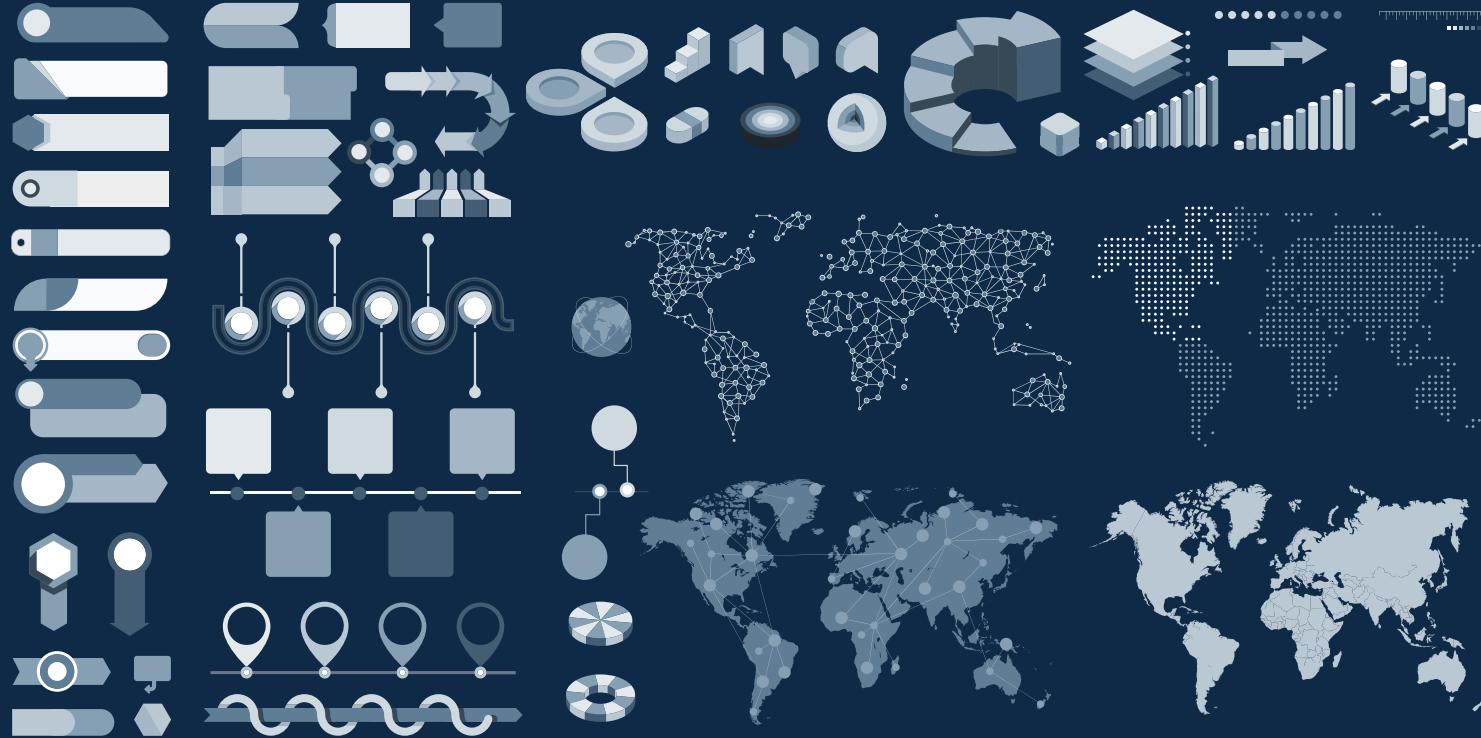
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## ...and our set of editable icons

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# Avatar Icons



# Creative Process Icons



# Educational Process Icons



# Help & Support Icons



# Medical Icons



# Nature Icons



# Performing Arts Icons



# SEO & Marketing Icons



# Teamwork Icons



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