



universidade de aveiro
theoria poiesis praxis

“Entrepreneurship” Week 6

Rui Patrício rui.patricio@ua.pt



departamento de economia, gestão,
engenharia industrial e turismo



Lecture Notes and Class Activities

Note: I had help from AI to create these lecture notes and class activities.



Content credentials: Image generated with AI

Session 1: Fundamentals of Communication for Entrepreneurs

Session 1: Fundamentals of Communication for Entrepreneurs

Readings:

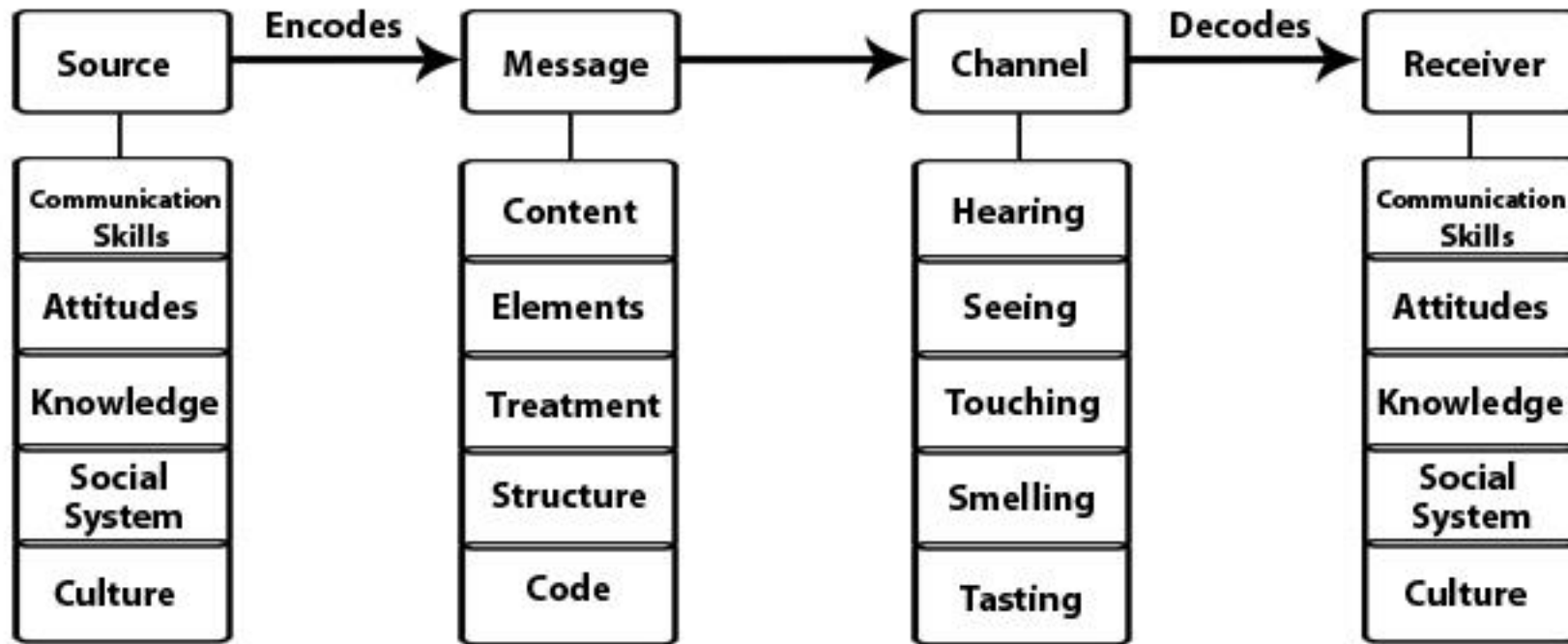
- Kelley, D., Kelley, T. (2015). Creative Confidence. HarperCollins Publishers.
- Gassmann, O., Frankenberger, K., & Choudury, M. (2020). The Business Model Navigator.
- Article "9 Simple (but Essential) Communication Rules for Success" on Inc <https://www.inc.com/peter-economy/9-simple-but-essential-communication-rules-for-success.html>

1. Effective communication

- Effective communication is the cornerstone of successful entrepreneurship. It involves conveying your ideas clearly and understanding and responding to the needs and concerns of your audience. Communication can be classified into verbal, non-verbal, and written forms, each with unique challenges and strategies.
- Understanding communication theories such as the Shannon-Weaver Model and Berlo's SMCR Model helps entrepreneurs craft messages that resonate with their audience.
- However, several barriers can hinder effective communication, including physical barriers, psychological issues, language differences, and cultural misunderstandings. To overcome these, entrepreneurs must develop skills such as active listening, empathy, and clarity in their communication.

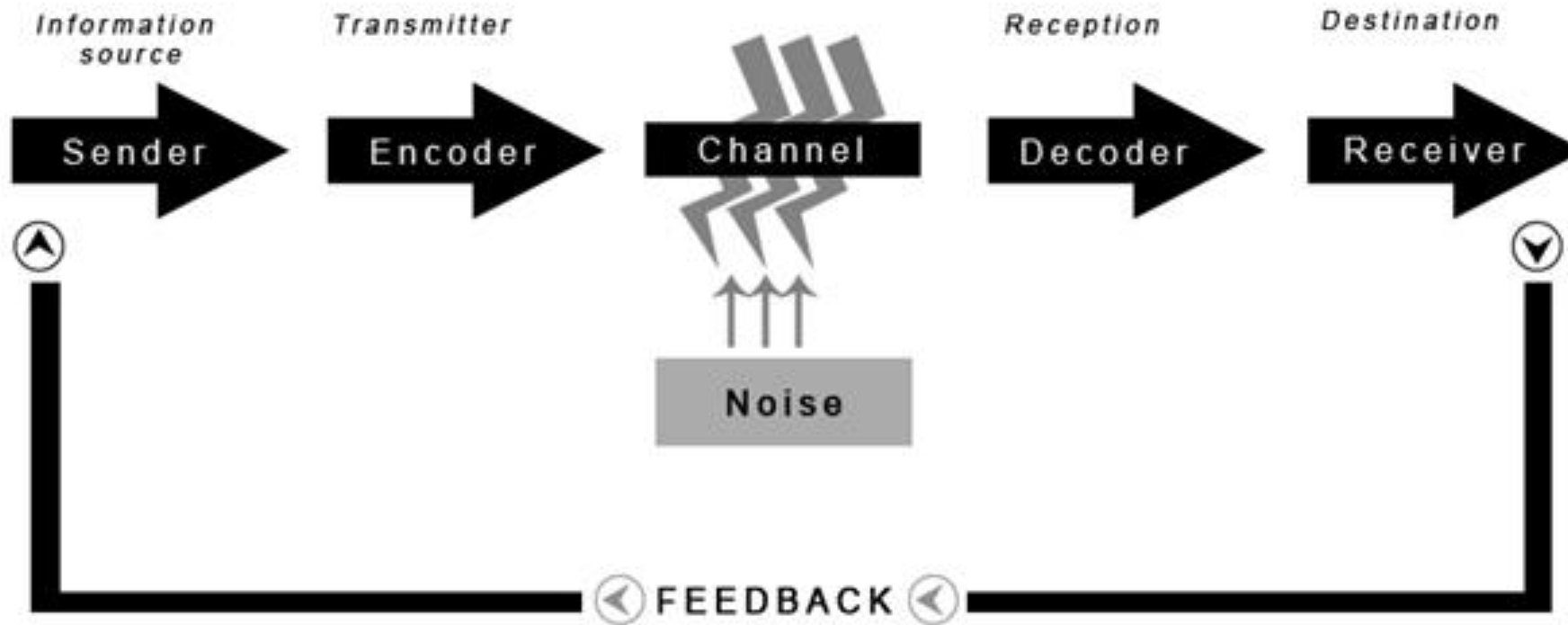
Berlo's SMCR Model

Berlos's SMCR Model of communication



<https://communicationtheory.org/wp-content/uploads/2010/01/berlos-smcr-model-of-communication-picture.jpg>

Shannon-Weaver Model



SHANNON-WEAVER'S MODEL OF COMMUNICATION

1. Effective communication

- Verbal communication involves the use of words to share information. This can be through speaking or writing. The key to effective verbal communication is clarity and simplicity. Avoiding jargon and technical terms that the audience may not understand can help make the message more accessible.
- Non verbal communication, on the other hand, involves body language, facial expressions, and gestures. Awareness of these nonverbal cues is crucial, as they can reinforce or undermine the verbal message. While often more structured, written communication requires precision and attention to detail to avoid misunderstandings.

1. Effective communication

- Active listening is one of the most critical communication skills. It involves fully concentrating on what the speaker is saying, understanding the message, responding thoughtfully, and remembering the discussion.
- Active listening can enhance mutual understanding and trust. Entrepreneurs should practice active listening by giving full attention to the speaker, avoiding interruptions, and providing feedback that shows they are engaged in the conversation.

1. Effective communication

- Empathy in communication means understanding and being sensitive to the feelings, thoughts, and experiences of others. It helps in building strong relationships and fostering a collaborative environment. Empathic communication involves being open-minded, respectful, and non-judgmental. It's about recognizing the emotions of the audience and responding appropriately.
- Public speaking is often a daunting task for many entrepreneurs. However, developing confidence in public speaking is essential for effective communication. Public speaking skills can be improved through regular practice, preparation, and feedback. Techniques such as maintaining eye contact, using appropriate gestures, and modulating voice can help in engaging the audience. It's also important to organize the speech logically, with a clear introduction, body, and conclusion.

1. Effective communication

- One effective strategy is to use clear and concise language. This involves choosing words carefully and avoiding unnecessary jargon. Another approach is to use visual aids to reinforce the message. Visual aids such as slides, charts, and diagrams can help make complex information more understandable. It's also essential to seek audience feedback to understand the message correctly.
- So, effective communication is a vital skill for entrepreneurs. It involves conveying ideas clearly and understanding and responding to the audience's needs and concerns.
- Entrepreneurs can enhance their communication effectiveness by developing skills such as active listening, empathy, and public speaking. Overcoming communication barriers requires awareness and strategic planning. By learning from successful entrepreneurial communicators and practicing regularly, entrepreneurs can build their communication confidence and competence.

1. Effective communication

- Effective communication also involves overcoming:
 - Physical barriers such as distance and noise can impede communication.
 - Psychological barriers such as stress and emotions can also affect the clarity of the message.
 - Language barriers, including differences in language and vocabulary, can lead to misunderstandings.
 - Cultural barriers, such as differences in norms and values, can affect how messages are interpreted.

Entrepreneurs must be aware of these barriers and develop strategies to overcome them.

2. Case Studies

- Case studies of successful entrepreneurial communicators provide valuable insights into effective communication strategies. For instance, Steve Jobs was known for his compelling presentations and ability to communicate complex ideas in a simple and engaging manner. His use of storytelling and visual aids made his presentations memorable and impactful.
- Similarly, Catarina Furtado's empathetic communication style has helped her build a strong connection with her audience.

Activity 1: Active Listening Exercise

Objective: To improve active listening skills.

Steps:

- Pair students and have one student speak on an **ecoa! media lab** topic for 2 minutes while the other listens (5 mins).
- The listener then summarizes the speaker's words and provides feedback on the listening experience (5 mins).
- Switch roles and repeat the exercise (10 mins).
- Then, move to group discussion on the importance of active listening and effective communication, highlighting the main theories and practices (25 minutes).

Topic: A competitor has launched a product offering similar to **ecoa! media lab**. How do you lead your team in responding to this threat and maintaining your market position?

Session 2: Advanced Pitching Techniques for Entrepreneurs

Session 2: Advanced Pitching Techniques for Entrepreneurs

Readings:

- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2010). Business Model Generation.
- Kelley, D., & Kelley, T. (2015). Creative Confidence.
- Article: "12 Surefire Tips for the Perfect Investor Pitch" on Entrepreneur.
<https://www.entrepreneur.com/starting-a-business/12-pitch-tips-for-the-perfect-investor-pitch/459645>

1. Pitching

- A successful pitch is one that not only conveys your business idea but also connects with your audience on an emotional level. Structuring your pitch as a narrative helps to engage your audience and make your message memorable.
- Storytelling techniques, as discussed by Kelley and Kelley (2015), can transform a mundane presentation into an inspiring story. Visual aids play a crucial role in enhancing your pitch. Effective slide design should be simple, clear, and visually appealing, ensuring that your message is not lost in cluttered visuals.
- Storytelling is a powerful tool in pitching. It involves creating a narrative that captures the essence of your business idea and resonates with your audience. A good story can make your pitch memorable and engaging. It's important to structure your story with a clear beginning, middle, and end. The beginning should set the context and introduce the problem. The middle should describe the solution and the benefits. The end should provide a compelling conclusion and call to action.

1. Pitching

- The problem statement in your pitch should clearly define the issue your business aims to solve. It's important to articulate the problem in a way that resonates with your audience. This involves understanding the pain points of your target market and presenting them compellingly. The solution section should describe how your product or service addresses the problem. It's crucial to highlight the unique value proposition and the benefits of your solution.
- The market opportunity section should provide an overview of the market size, growth potential, and target audience. This helps in demonstrating the viability and scalability of your business idea. It's important to use data and statistics to support your claims. The business model section should explain how your company intends to make money. This includes revenue streams, pricing strategy, and sales channels. It's important to present a clear and sustainable business model.

1. Pitching

- The team section should highlight your team members' skills, experience, and expertise. Investors often invest in people as much as they do in ideas. Demonstrating that your team can execute the business plan successfully is essential.
- The financials section should provide an overview of your company's financial projections. This includes revenue forecasts, profit margins, and funding requirements. It's crucial to present realistic and achievable financial goals.
- Delivering your pitch with confidence requires practice and familiarity with the content. Techniques such as maintaining eye contact, using appropriate gestures, and modulating your voice can help in engaging your audience. It's also important to manage your nerves and stay calm under pressure. Deep breathing exercises and visualization techniques can help in reducing anxiety.

1. Pitching

- Handling questions and objections is a crucial part of pitching. It's important to anticipate potential questions and prepare responses in advance. Listen to the questions carefully and respond thoughtfully. If you don't know the answer, it's better to admit it and offer to follow up later. Avoid getting defensive and maintain a positive attitude.
- A successful pitch involves a combination of clear communication, compelling storytelling, effective visual aids, and confident delivery. Entrepreneurs can create a persuasive pitch by addressing key components such as the problem, solution, market opportunity, business model, team, and financials. Developing pitching skills requires practice and feedback. Entrepreneurs can improve their chances of securing funding and support by learning from successful pitches and refining their techniques.

Pitching Checklist

1. Understand Your Audience - Tailor your pitch to meet the interests and priorities of different investors.
2. Clear Problem Statement - Clearly define the problem your product/service is solving.
3. Compelling Solution - Explain how your product/service solves the problem uniquely and effectively.
4. Market Opportunity - Present the market size, growth potential, and target audience.
5. Business Model - Outline how your company makes money, including revenue streams and pricing strategy.
6. Team Presentation - Highlight the strengths and expertise of your team members.
7. Financial Projections - Provide realistic and achievable financial forecasts.
8. Storytelling - Craft a compelling narrative that engages your audience.
9. Visual Aids - Use clear and visually appealing slides to support your pitch.
10. Confident Delivery - Maintain eye contact, use appropriate gestures, and modulate your voice for impact.
11. Anticipate Questions - Prepare for potential questions and practice your responses.
12. Practice - Rehearse your pitch multiple times and seek peer feedback.

Activity 2: Creating and Delivering Pitches

Objective: To develop and practice pitch delivery.

Steps:

- Each group focuses on **ecoa! media lab** Corporate Podcasts offer.
- Groups brainstorm and create a 5-minute pitch for a potential customer (20 mins).
- Groups present their pitches (10 mins).
- **ecoa! media lab** provides constructive feedback on the content, structure, and delivery of the pitch (20 mins).

The 3-Step Impact Pitch

1. Introduction: Briefly introduce the social problem, your solution, and the impact. Make it compelling and memorable.

Example: “Imagine a world where every child can access clean water. Our social enterprise, AquaPure, uses innovative filtration technology to provide affordable, clean water to underserved communities.”

2. Problem Statement: Clearly outline the problem.

Content: Use data and personal stories to highlight the severity and urgency of the problem.

Example: “Over 2 billion people lack access to safe drinking water, leading to preventable diseases and deaths. In rural Kenya, children walk miles daily to fetch water, missing out on education.”

3. Solution and Impact: Present your innovative solution and its potential impact.

Explain how your solution works, its uniqueness, and the expected social impact.

Example: “AquaPure’s solar-powered filtration units can purify 10,000 litres of water daily, reducing waterborne diseases by 80% in target communities.”