



NETFLIX

Popular on Netflix

Dark Movies

Romantic Opposites-Attract...

Emotional Movies

2008



J.P.Morgan



2008/2009

Social Media
Social Networks
Social Commerce

byMK

(Abril/2009)

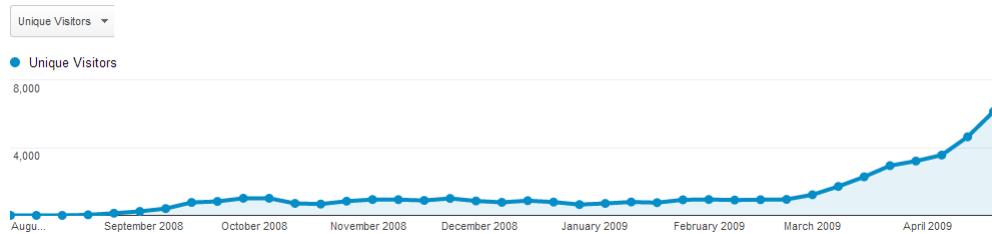




“Self-Expression is the new entertainment”

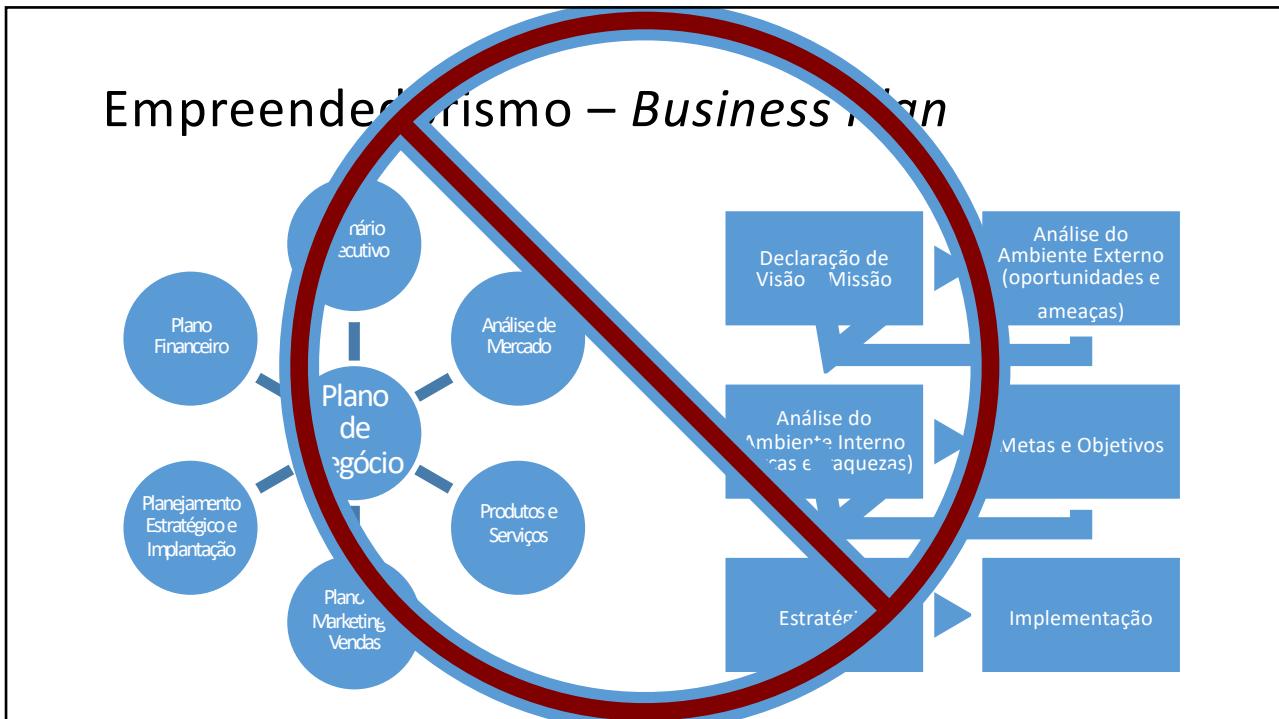
Arianna Huffington – May/2010
Founder, The Huffington Post

Empreender – A decisão



Empreendedorismo – *Business Plan*

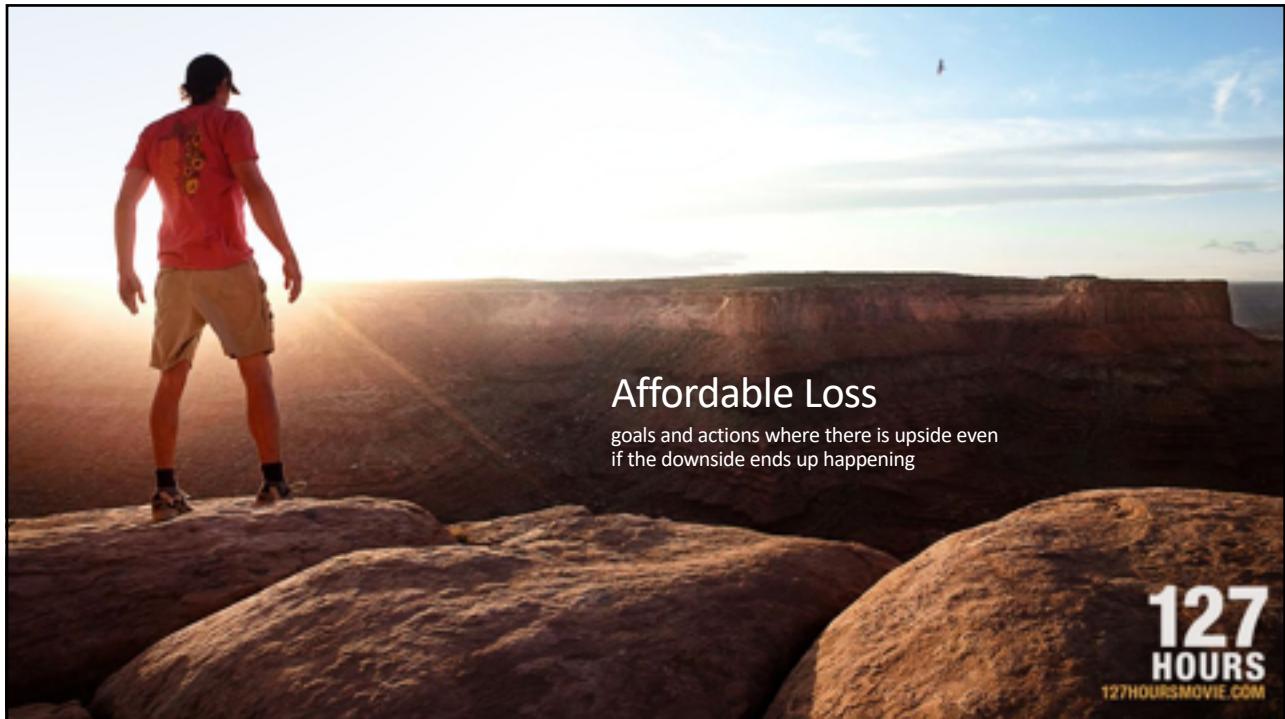


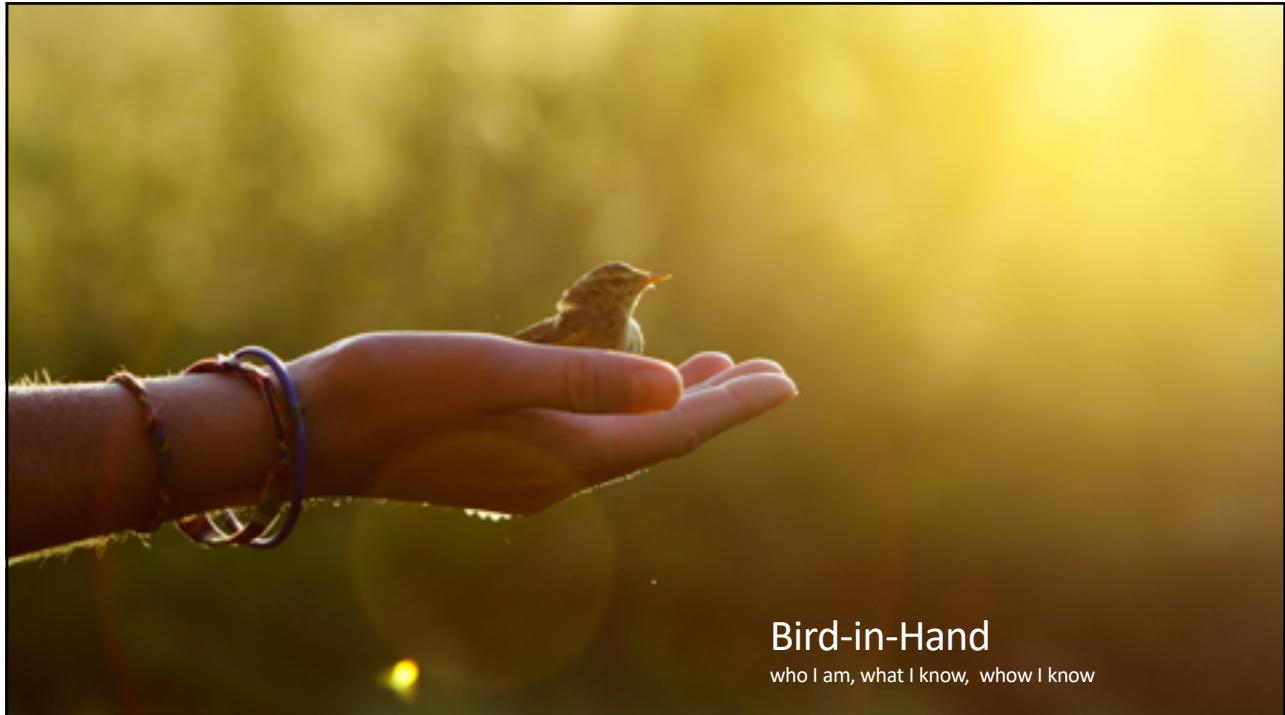


Empreendedorismo – *Effectuation*

- Saras Sarasvathy
 - Darden School of Business (University of Virginia)
 - <http://www.effectuation.org/>
- Pilares *Effectuation*
 - Perdas Suportáveis
 - Futuro Imprevisível
 - Teste de Possibilidades
 - Alianças Estratégicas







Bird-in-Hand

who I am, what I know, whow I know



Leverage Contingencies

surprises as potential clues to create new markets

Partnerships

reduce uncertainty and co-create the new market with its interested participants



Empreendedorismo – *Effectuation*

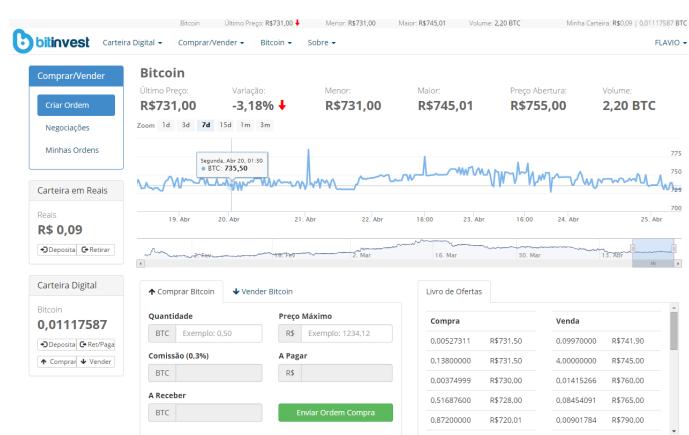
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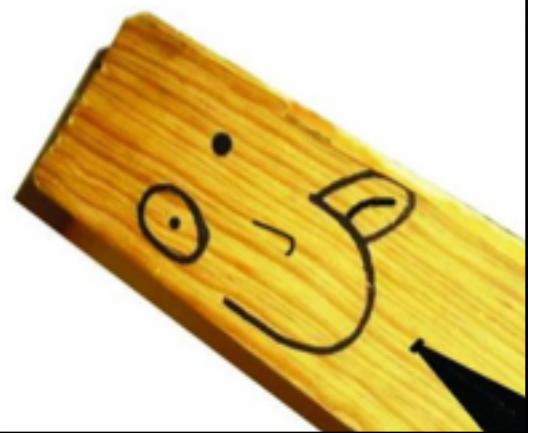
Effectuation x Lean Startup



FASHION.ME

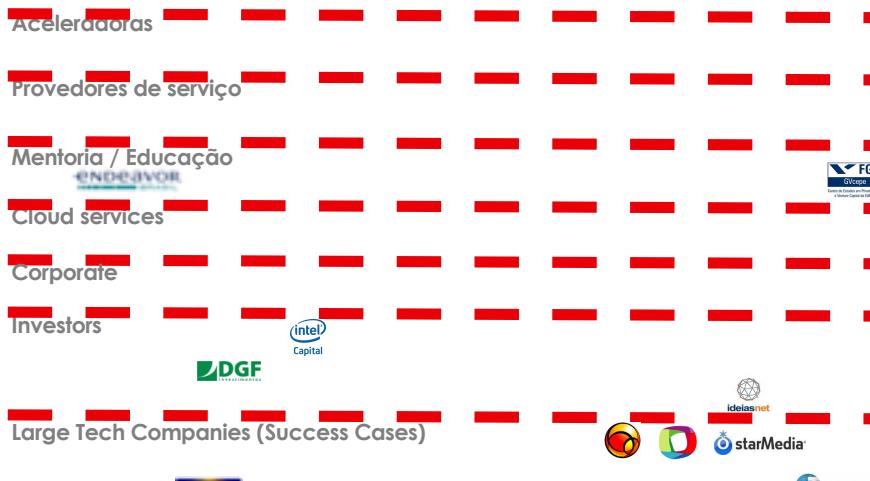


Empreendedorismo – Ferramentas



Brazilian Startup Ecosystem (~2000)

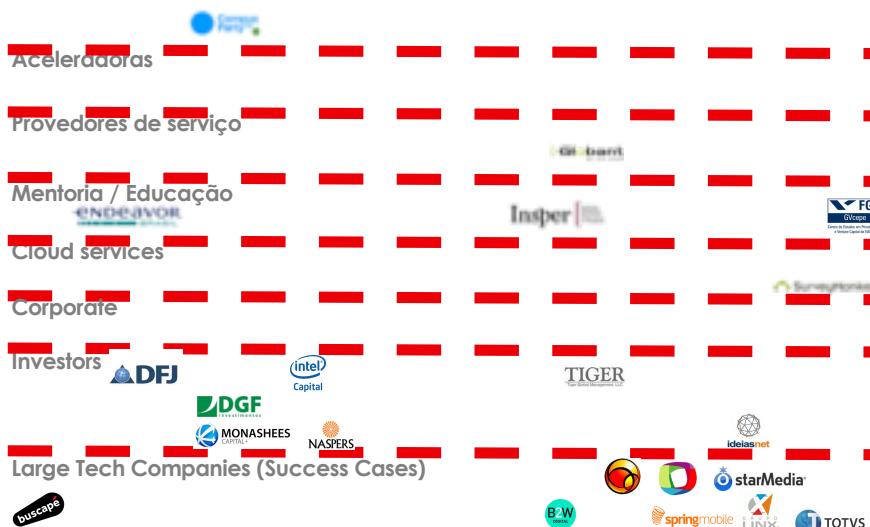
Comunidade



13/06/2018 25

Brazilian Startup Ecosystem (~2005)

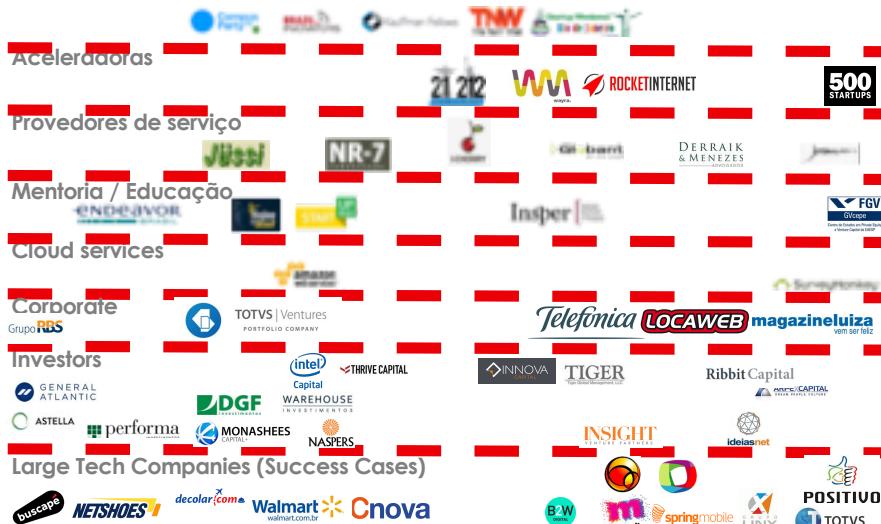
Comunidade



13/06/2018 26

Brazilian Startup Ecosystem (~2010)

Comunidade



13/06/2018

2.7

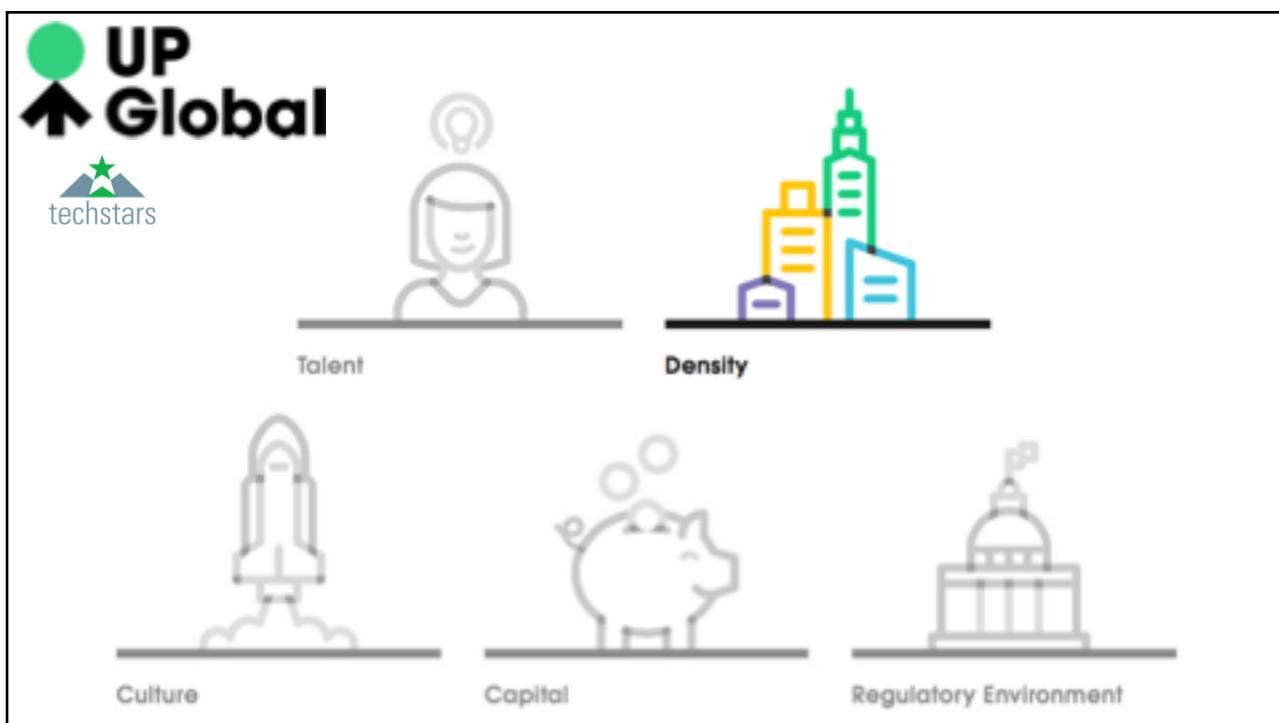
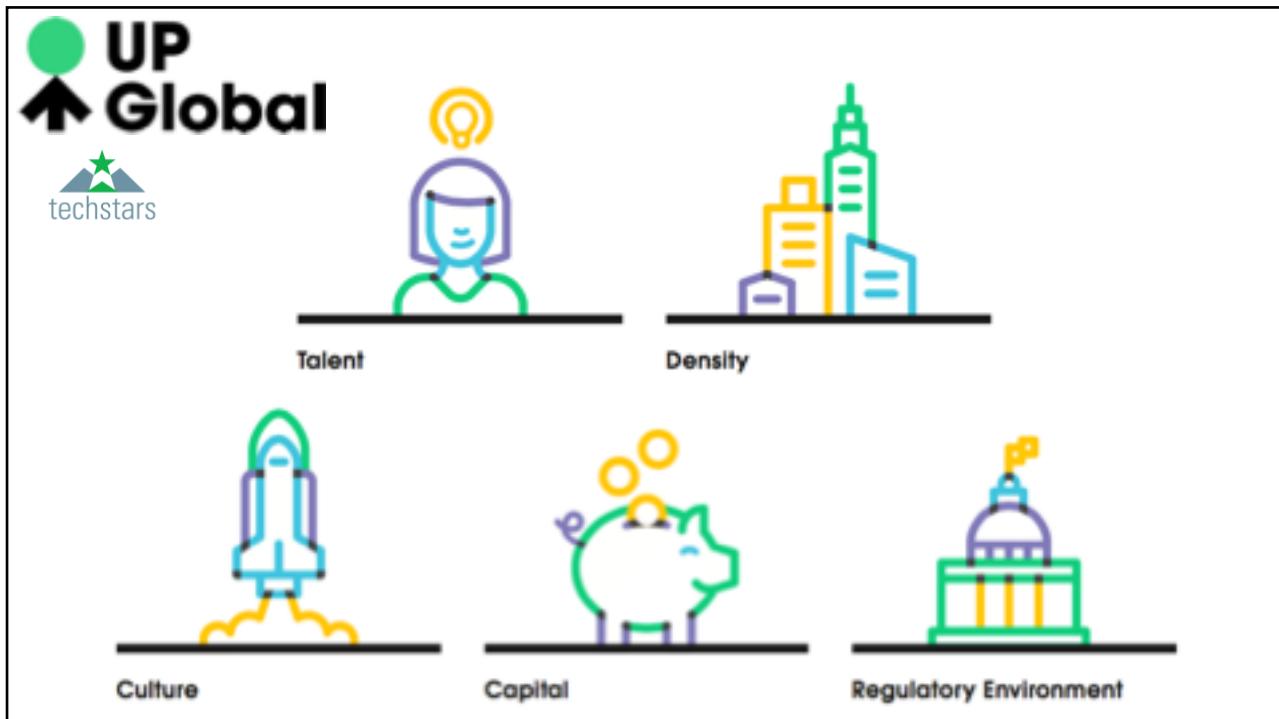
Brazilian Startup Ecosystem (~2015)

Comunidade



13/06/2018

2.8



Nossa missão é inspirar, educar e conectar pessoas brilhantes para fomentar o empreendedorismo no Brasil.

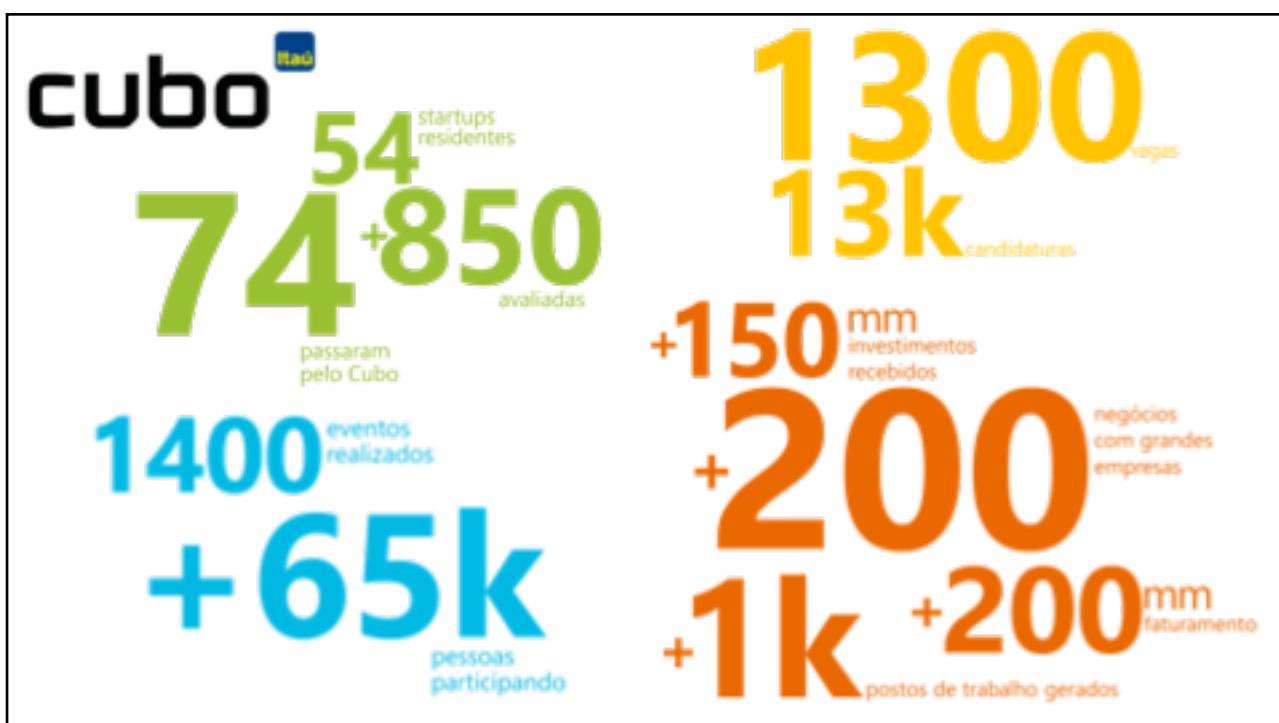
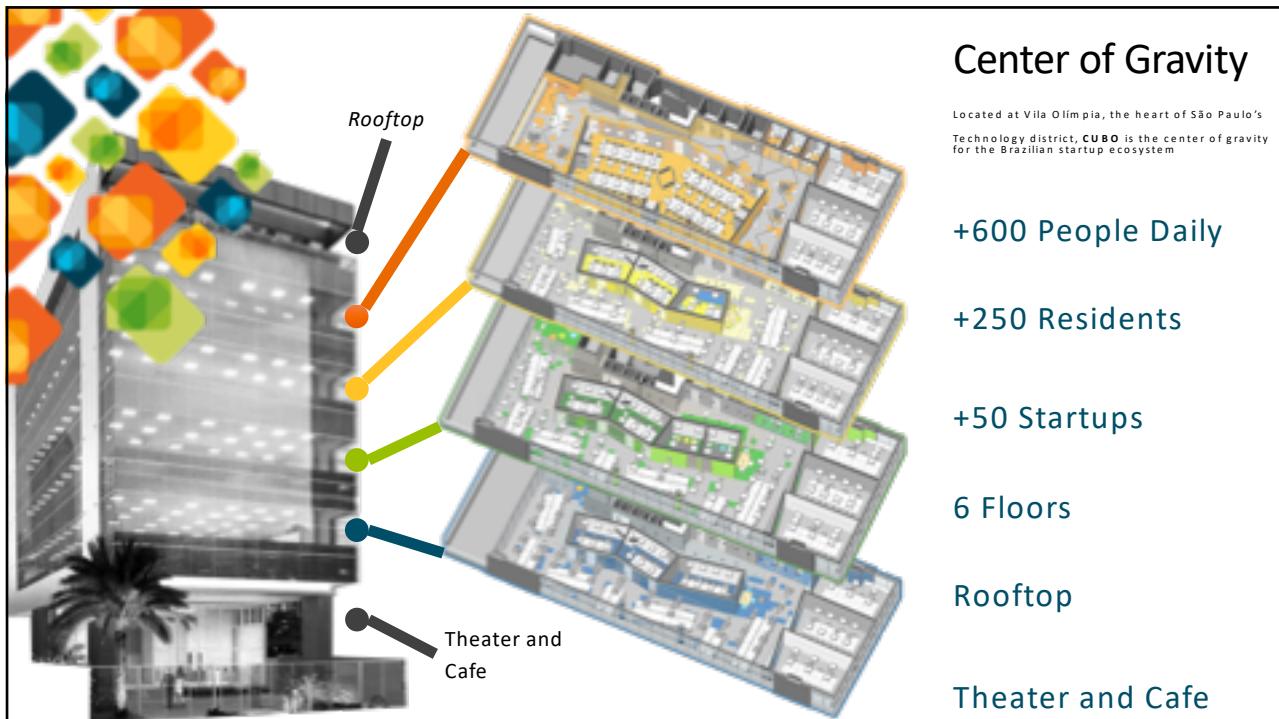
Acreditamos que empreendedores são críticos para o futuro do país e o fruto do seu trabalho pode mudar a vida das pessoas para melhor. Ao promover a intersecção de empreendedores, mentores, pesquisadores, investidores e grandes empresas vamos aumentar as chances de sucesso desta nova leva de empresas inovadoras.

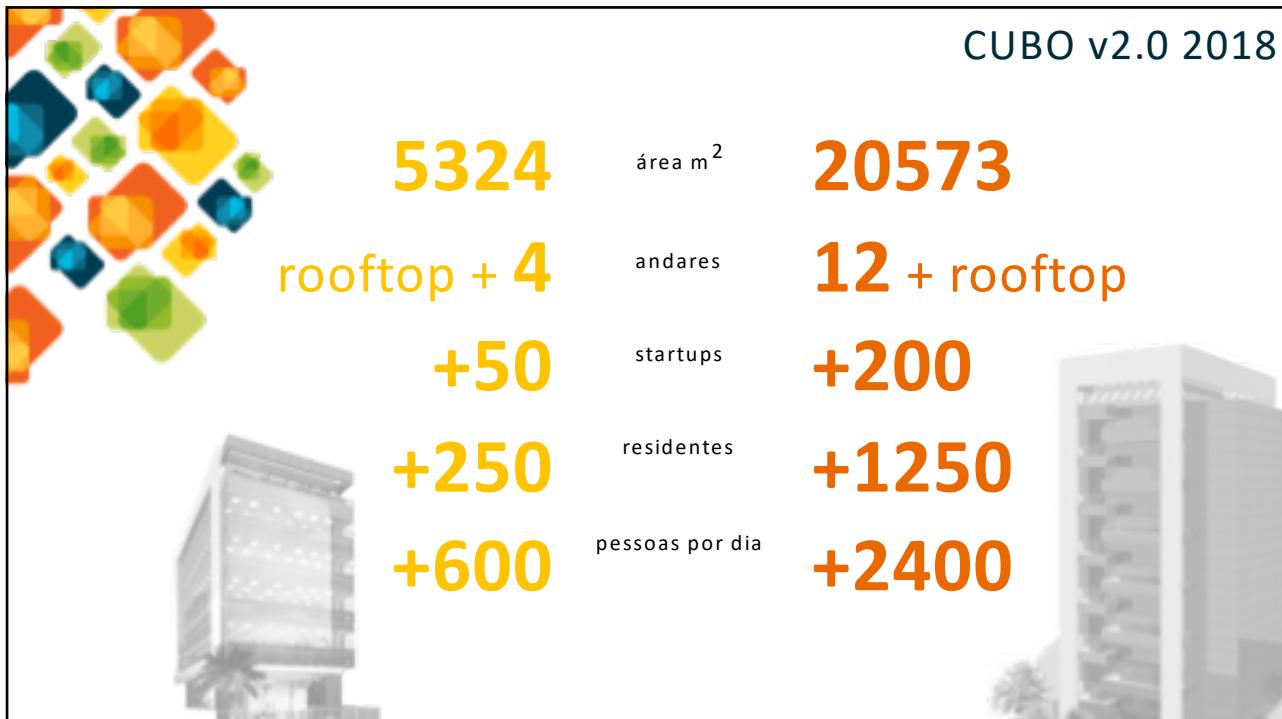
É por este motivo que o Itaú e a RedPoint eVentures juntaram forças para criar a densidade necessária de talentos que irão colocar o país na rota global de inovação.

co-founders  	parceiros e patrocinadores            
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cubo

for Students	for Entrepreneurs	for Investors	for Universities	for Big Corporations
Challenges and Hackatons Talks and Workshops Access to new market Job Opportunities	Infrastructure & Services Mentoring & Networking World-class Education Business Opportunities	Matchmaking Networking Best Practices Exchange Investment Opportunities	World-class Infrastructure Lectures and Workshops Access to new market Research Opportunities	Open Innovation New Suppliers Matchmaking Deal Opportunities
				





Serendipity

