




STARTUPS E ECONOMIA CRIATIVA



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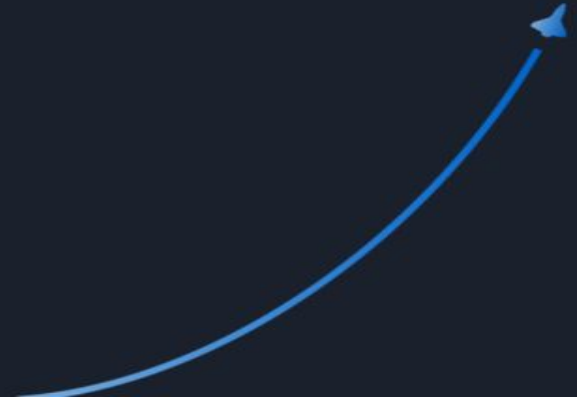
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Startup?

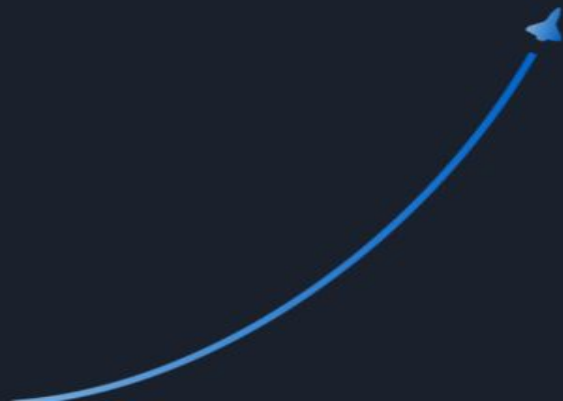
Uma ideia ou uma empresa embrionária com projeto(s) de potencial altamente disruptivo, inovador, escalável e repetível.



Startup x Padaria

Startup: Projeto minucioso e completo com público alvo e canais definidos, previsão de investimentos e expansão nacional e internacional.

Padaria: Estudo de mercado superficial, público alvo não definido (quem entrar na padaria), investimento próprio e pouca ou quase nenhuma pretensão de expansão nacional.



27 Milhões

Brasileiros

ABStartups

~2 Bilhões

Reais

ABStartups



Empreendedorismo

A dark, low-key photograph of a dog walking a tightrope. The dog is in the center of the frame, balancing on a thin blue line that stretches diagonally across the image. The background is dark and out of focus, showing some vertical lines that could be trees or poles. The overall mood is one of focus and skill.

É uma habilidade, não um dom!

A man in a white shirt and sunglasses is shown from the chest up, shouting with his mouth wide open. He is holding a glowing lightbulb in his right hand. The background is a dark, out-of-focus street scene with streetlights. The image has a dark overlay with white text.

Eureka!

Tenho a ideia que vai me deixar
milionário!



Nope!

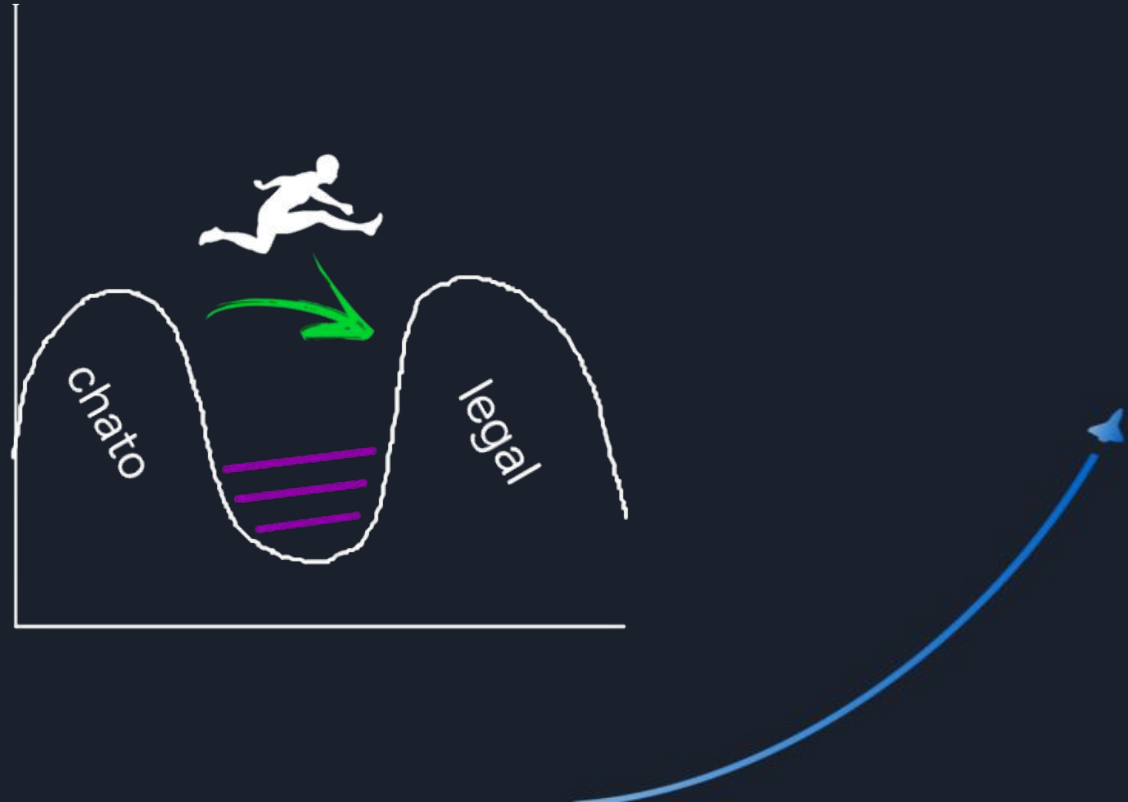
O poder da ideação

“Se eu tivesse uma hora para resolver um problema eu gastaria 55 minutos refletindo sobre o problema e cinco minutos pensando em soluções.”

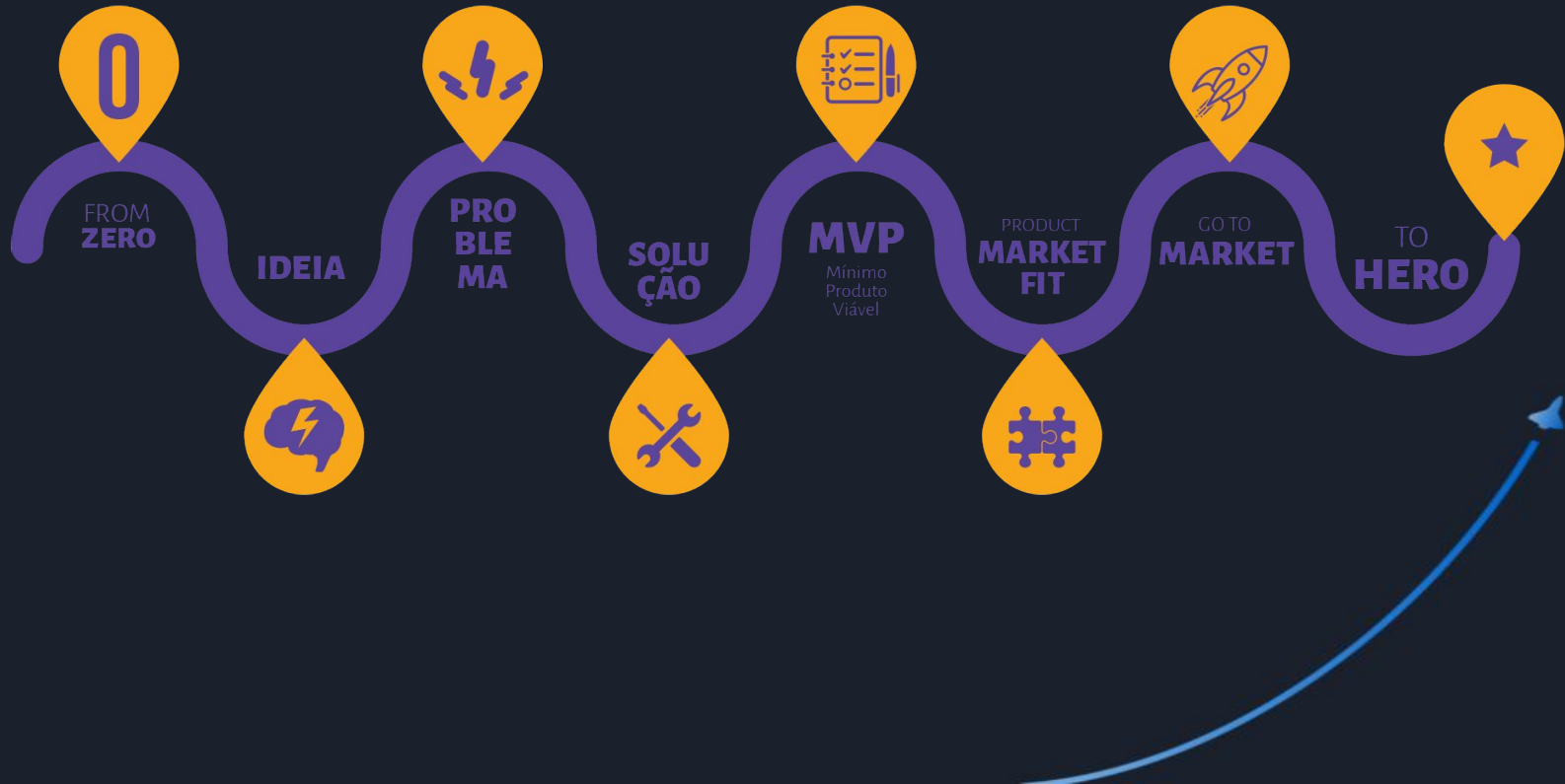
Einstein, Albert.



Curva criativa



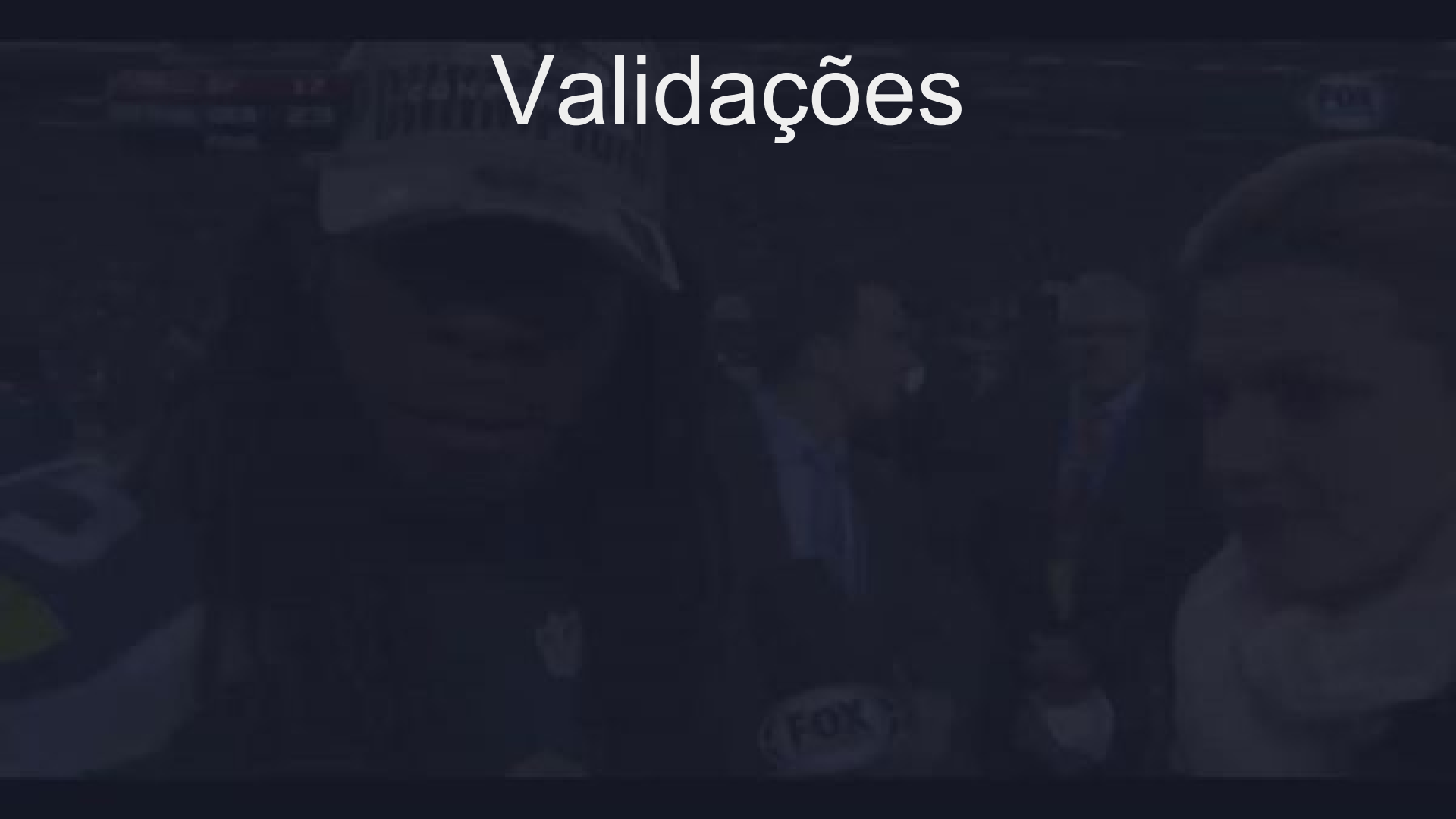
Zero to Hero



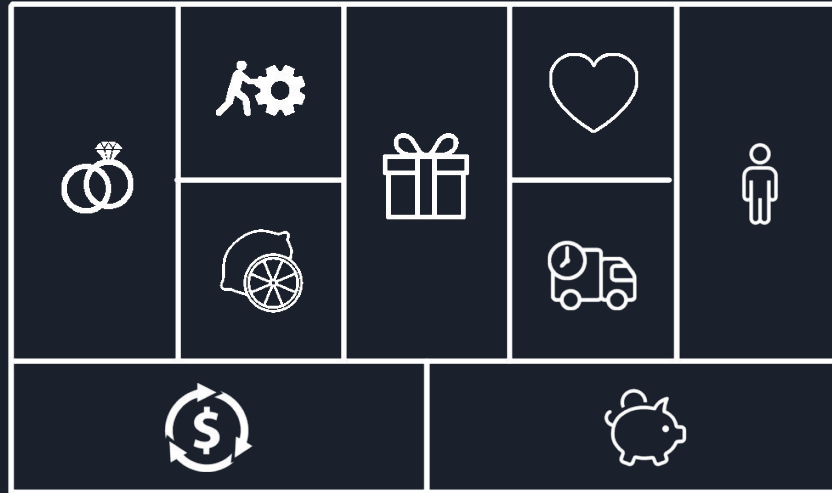
O time

Coeso, engajado e multidisciplinar, a startup decola e o olhos dos investidores brilham

Validações



Metodologias



Menos mimimi e mais ação!

A man with a determined and intense expression, shouting with his mouth wide open. He is wearing a dark jacket. The background is dark and out of focus, suggesting an indoor setting with some structural elements like a railing.

I'm sorry, I'm allergic to bullshit.

