



# networking

cómo construir redes de contactos  
Lucas Cervera

**presentaciones**

**verguenza**

**integrar**

**conectar**

**sal del edificio**

**naturalidad**

**visibilidad**



**proactividad**

**karma**

**confianza**

**diferenciación**

**huella**

**online / offline**

**escuchar**

**bbdd**



**seguimiento**

**herramientas**

**agilidad**

**ciclo de vida**

**calendario de eventos**

**tú eres el ponente**

**organízalo**

**diagnóstico**



**marca personal**

**visión y objetivos**

**valores a transmitir**

**materiales de soporte**  
**web**  
**SM**  
**imagen**

**promoción**

**diseño de equipos**

**importance**

# **founders**

number  
profiles



**skills and expectations**

**delegation**

micro-management

# **problem management**

raise problems ASAP

**decision making**

**project management**

**team alignment**

**dedication**

**work as a financing  
source**



**team affinity**

**leadership**

**communication**

**negotiation**

# **roles**

business  
development  
design

**responsability**

**recruiting**

**partner agreement**



**when things go wrong**

divorce

black sheeps

# **founder skills**

Hard working

faith

resilience

versatility

**knowledge management**

**non competition**

# **methodology**

hard working

faith

resilience

versatility

# roles

business  
development  
design

**regular meetings**

# phases

build MVP  
product market fit  
scale



**work**

**resources**

**contributors**

**compensation**

**taller**