

Challenge 1: Getting to know the enterprenurial system

Activity 1

1.1. In my opinion, Heura Foods was initially a startup, but as a result of its enormous growth (both in popularity and in economic terms) over the years. It began as a start-up because an ambitious group of people proposed something groundbreaking that did not yet exist on the market. It was a brand-new idea that had a tremendous capacity for success, and also a great capacity to turn out a disaster. This kind of risk is hard to take, which means that not all investors would be willing to be early investors in such a revolutionary idea that could have failed. To this day, Heura Foods may still be considered a start-up for some, but strictly speaking it is no longer one due to the great explosion in revenue and expansion all over the world.

1.2.

a) Analyzing the report of enterprenurial skills in Spain, we are to highlight the following key strengths:

- Physical Infrastructure (6.4)
- Commercial and Professional Infrastructure (5.2)
- Enterprenuerial Education Post-School (5.1)
- Government Entrepreneurial Programs (4.2)

If we look at enterprenurial perceptions, GEM reports that about 50% of adults fear failing and are unsure about considering an opportunity, which is slightly higher to those in neighboring countries like France (41%) or Germany (44%), but is similar to other European Countries like Greece. It is very far from the statistics from other countries like Hungary (34%) or Netherlands (34%).

In terms of motivation, it appears that Spain is not particularly motivated to start an entrepreneurial project, showing that most Spanish entrepreneurs start an entrepreneurial project to “earn a living because jobs are scarce” (70%), and only 40% do it to make a difference in society.

b) In my opinion, it is hard to determine whether any of the prior notions has favored the founders of Heura Foods. The main drive of this start-up was social change, in other words, they wanted to make a difference. Of course there is always some desire in everyone to earn a living out of the project, but it clearly was not the only reason behind

the company. Furthermore, adequate formation different programs may have contributed to the two founders having the necessary skills to drive the start-up to success.

1.4. Heura foods is surely an innovative kind of company for multiple reasons. First and foremost, it started with a desire for change. The need for some company that could provide customers with quality foods with the potential to replace meat products, thus contributing to making a more sustainable society. They managed to turn this revolutionary idea into a real-life business that makes good profit, while keeping their foods accessible to all. Also, the marketing strategies proposed by Heura Foods are very much well thought-out. They place enormous banners on the streets showcasing their greatest products while emphasizing the clear idea of replacing meat products in a catchy fashion. They then take pictures of these billboards and upload them to social media for all to see, which attracts a much larger target audience. Lastly, their motivation to make Heura Foods an international phenomenon has helped spread the message for social change at the same time as expanding their business to several other countries. This may not be very innovative, but it is more that the company is spreading an entire new philosophy around food rather than the expansion of its food products.

Activity 2

2.1. Eyesynth is a social enterprise/social business because was born out of a necessity to help address a social problem, namely assist the blind and help them interact with other citizens and their environment in a more fruitful way. Blind men and women today still have many limitations, even though many efforts to improve their daily lives have been made. Yet, businesses like Eyesynth are a great example of taking things to the next stage. Using the latest advancements in science and technology, this company has managed to craft a compact set of goggles that can help a blind person “see” through sound. That is in itself a great achievement, and as technology keeps advancing we will find even more ways to help not only the blind, but every kind of person that suffers from some disability.

2.2. Both ONCE and Nisa Rey Don Jaime Hospital played a vital role in the success of these Eyesynth glasses. They both provided their support for such a noble cause, yet each provided different roles. ONCE on the one hand helped with their various programs for the blind, as well as helping fund the research, whereas Nisa Rey Don Jaime Hospital was mainly responsible for the research and trial of these glasses. The Hospital provided their own laboratory to study and undergo the neurological tests, thanks to researcher and neurologist Antonio Belenger.

2.3. Getting the much needed investment for the project was hard on the beginning. They kickstarted a crowdfunding campaign in late 2015 but failed by a long shot. Still, they kept going and worked even harder on making these glasses a success, until they were chosen for the project called “proyector Horizon2020, phase II”. This project is the largest

program available in the European Union, which provides the necessary funding for this project and the means to put it out into the market.

Activity 3

3.1.

Green Urban Data clearly fits perfectly with Goal 7 of the Agenda for Sustainable Development, as the main goal of the company is to collect data with new technologies to ensure that infrastructures in cities are sustainable, in order to provide solutions to replace older technologies with more efficient and sustainable modern counterparts. It also touches point 8 in the 2030 agenda, as these new technologies will help grow the economy more as time passes and the different technologies get even better. Similarly, it also covers goals 9 and 11 since both tackle problems related to infrastructure and buildings in cities and communities.

Activity 4

To write my personal OCH/OCA, I will first list some Hobbies, Capacities and Opportunities, and then reflect on them to figure out which field of work is more suitable for me.

- Hobbies: coding, running, hanging out, hiking, playing music, arts, crafts.
- Capacities: patience, optimism, dedication, perseverance, endurance
- Opportunities: developer, professional runner, guitarist, craftsman, mechanic

I will begin by discarding hanging out, arts and crafts and hiking, since neither of them have any entrepreneurial opportunities that will make much money or otherwise interest me. I could develop a business related to guitars, but for me a guitar is more of a personal hobby which (after some reflection) I have decided to keep away from a business idea. A similar thing happens with running, I love to do it, but would find it hard to turn that hobby into business by itself. Rather, I would much rather use my love of programming to kickstart a company that offers some unique value, perhaps even related to music or sports, though not necessarily. I have all the skills I need to endure the hardship of starting a business, but I may be missing some interesting aptitudes, namely realism and ability to find other peers to help start the business idea.