

IDEA SELECTION.

MIGUEL MUÑOZ DUARTE
- NOVA SBE -

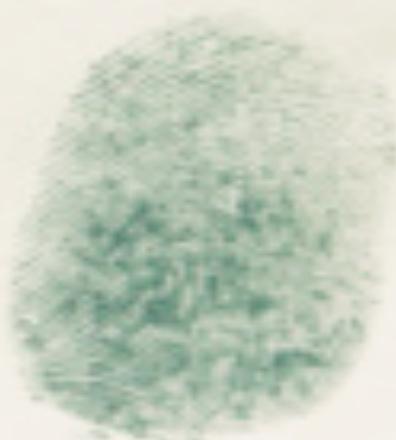
GOOD
MORNING



ABOUT ME

A

HELLO
my name is











WARNING

SPEEDY GONZALES





**IF YOU SPEAK
ENGLISH,
YOU
DESENTRALCATE
BEST.**



IDEA SELECTION

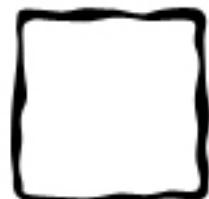
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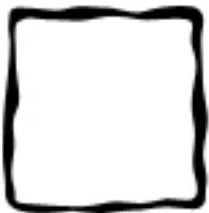




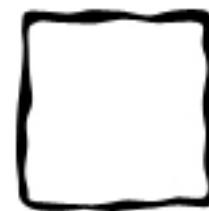




good idea



bad idea



no idea

**FIRST:
YOU**

P

A photograph of a long, straight asphalt road stretching into the distance through a vast, arid landscape. The road is flanked by dry, brownish-yellow vegetation and distant, low mountains under a sky filled with scattered, dramatic clouds.

**FOLLOW YOUR
PASSION**



DREAM BIG





WRONG







MAKE
meaning



make
things
happen



SECOND: CUSTOMERS

DU





The logo for the dating app Tinder. The word "tinder" is written in a lowercase, bold, sans-serif font. The letter "i" has a small orange flame icon at its top. A small "TM" symbol is located at the bottom right of the letter "r".

WHAT ARE...

THEY LOOKING
INVESTOR FOR ?

JURY

PARTNER

EMPLOYER

CUSTOMER

**THEY
ARE NOT LOOKING
FOR**

IDEAS



**THEY
ARE DESPERATELY LOOKING
FOR**

**VALUE
PROPOSITIONS**



First look
ize the idea you
way of achieving
an become a motivat
t look **ideas**
im correctly and
end a lot of mone
n order to
v

RIP

**THEY
ARE NOT LOOKING
FOR**

**PRODUCTS &
FEATURES**

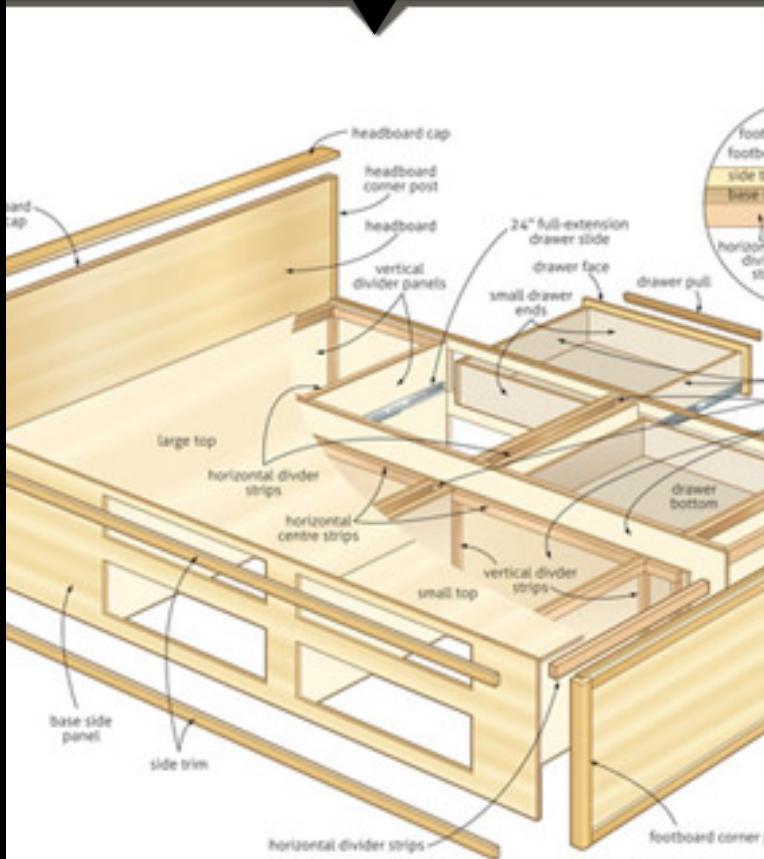


**THEY
ARE DESPERATELY LOOKING
FOR**

**BENEFITS &
DIFFERENTIATORS**



WHAT ENTREPRENEURS TYPICALLY TRY TO PITCH



WHAT CUSTOMERS ACTUALLY WANT



**THEY
ARE NOT LOOKING
FOR**

MARKET CALCULATIONS



**THEY
ARE DESPERATELY LOOKING
FOR**

PROBLEMS WORTH-SOLVING



**THEY
ARE NOT LOOKING
FOR**

**BUSINESS
PLANS**



**THEY
ARE DESPERATELY LOOKING
FOR**

**CUSTOMER
VALIDATION**



**THEY
ARE NOT LOOKING
FOR**

**MARKETING
PLANS**



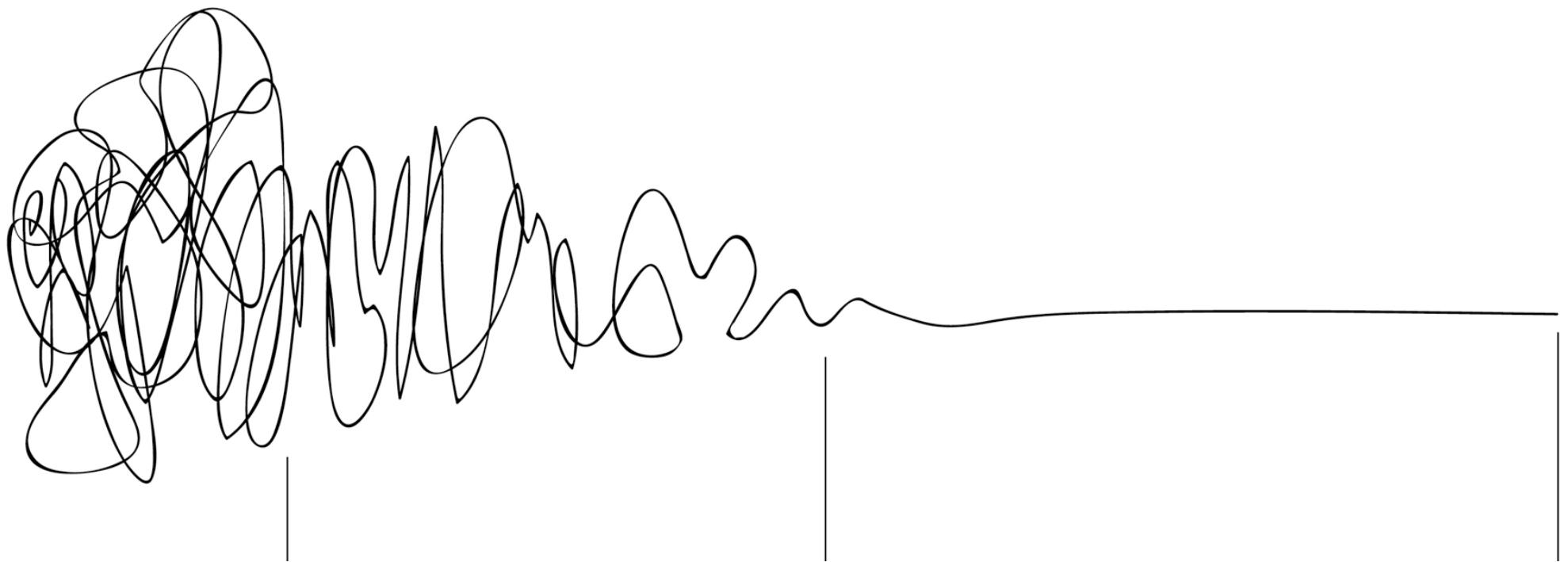
**THEY
ARE DESPERATELY LOOKING
FOR**

**GROWTH
ALGORITHM**

$$P_M(x) = \sum_{i=1}^{\infty} 2^{-|s_i(x)|}$$

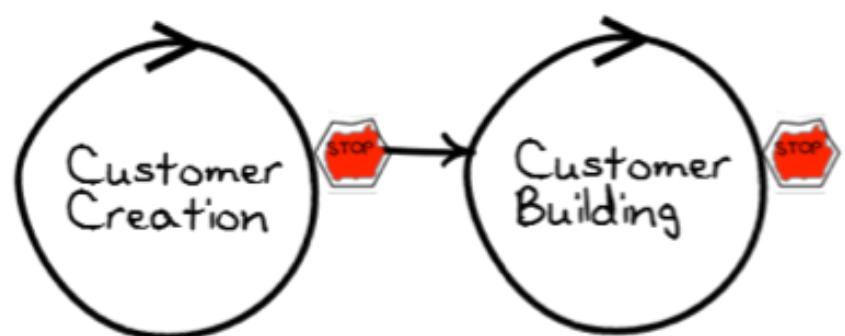
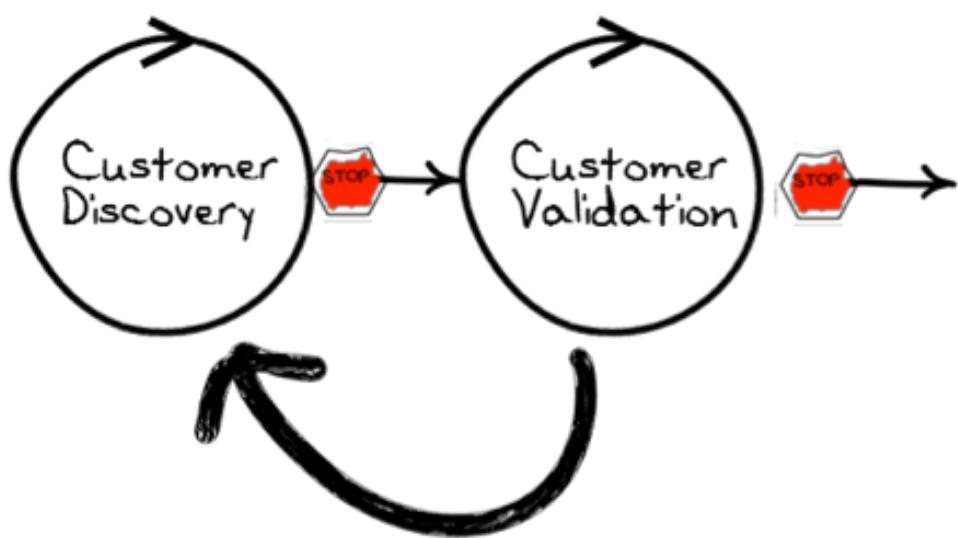
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Clarity / Focus



Uncertainty / patterns / insights

Clarity / Focus





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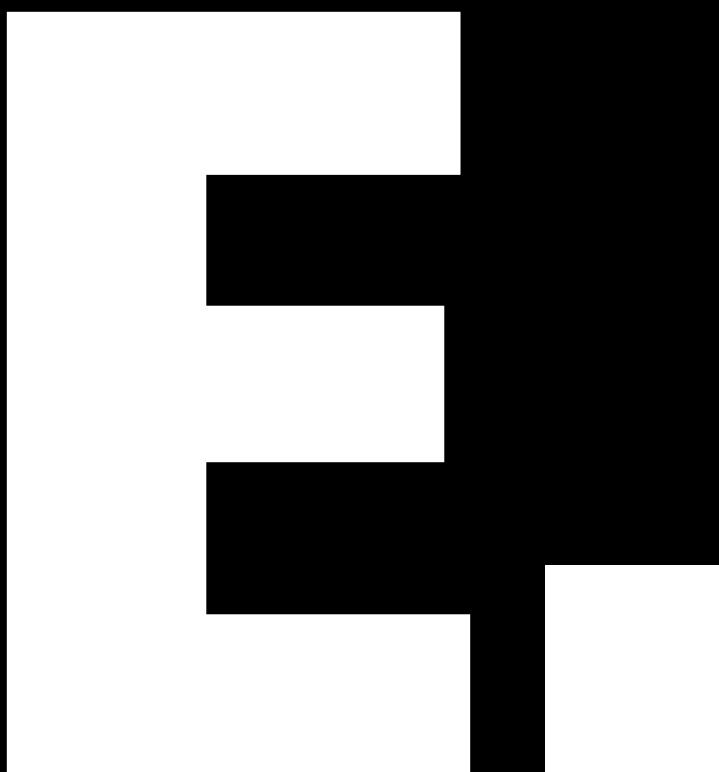
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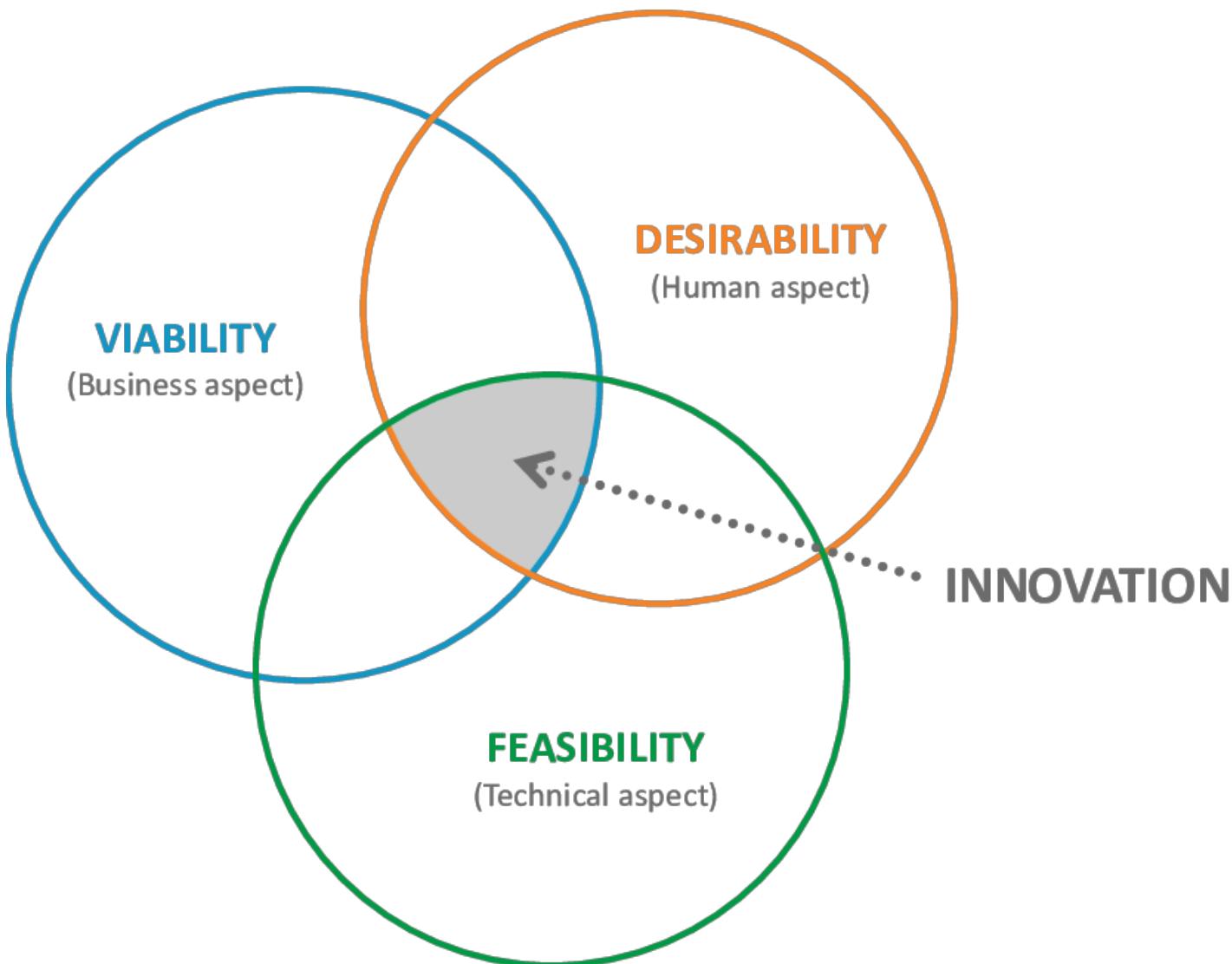
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THIRD: SELECTION





HOW?



	Business Idea 1	Business Idea 2	Business Idea 3	Business Idea 4
Excitement level	2	3		
Clear path to first sales	4	2		
Time to see traction	4	2		
Startup costs	4	1		
Revenue potential	1	4		
Ease of operation	3	2		
Ease of automation/delegation	2	4		
Scalability	2	4		
Ease of exit	4	2		
Is it sellable?	2	4		
TOTAL	28	28		

GRRRR



MISTAKES?

















ONE LAST WORD...

GOOD THINGS
COME TO THOSE
WHO ~~WAIT~~.

GO OUT AND
FUCKING
~~EARN IT.~~

**MUITO
OBRIGADO.**

MIGUEL MUÑOZ DUARTE

MIGUEL.MUNOZ.DUARTE@NOVASBE.PT
+351 938470013