



# STARTERS ACADEMY

2022

## ARE YOU A STARTERS?

Do you want to become an Entrepreneur?

Join the oldest NOVA University Entrepreneurship Academy to create high impact projects.

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*[Vice-rector for Innovation and Value Creation]*

### **Description of the program**

Starters Academy was designed to stimulate the entrepreneurial spirit of the NOVA University students. It aims to provide participants with the basic tools to devise a business initiative and turn it into reality. As such, it covers the basics of entrepreneurship and business management with an applied perspective. The participants will have theoretical classes and will apply the learnt skills together in teams to prepare and present a business plan of their idea to be later submitted to a final Pitch Competition. Students, either Portuguese or foreigner, from all Organic Units of NOVA University can apply. It is a requirement, that the composition of the work teams includes students with different educational backgrounds to promote diversity and interdisciplinarity. Each organic unit will recognize (or not) credits within their programs. The University will provide the students with a diploma of participation in the program.

### **Program aims**

This program has been designed to attract the best and most entrepreneurial Master students from all Organic Units of NOVA University. No previous formal education on business is required. This program was designed to foster and develop entrepreneurial skills and knowledge among qualified participants. Thus, although this is a program about business foundations, it has a strong emphasis on the development of students' abilities and skills, especially the ones related with the formation of corporate and social ventures.

The broad background of students throughout the different organic units is expected to contribute to the cross fertilisation between participants, providing them with a multi-cultural experience and to develop teamwork and soft skills by working in groups. This experience is expected to be enhanced by promoting this program within foreign Erasmus students. Multi-cultural environment is also enhanced by the diversified University profile throughout all departments.

Hands-on approach will be motivated with a clear emphasis on the development of a business plan.

**Credits:**

The program will have a total of 168h divided as 33h of Lectures, 55h dedicated to study, 80h for homework and teamwork (Business plan, rounds of decision in the EntrepSim Software and final Pitch competition). As such, it is expected the discipline to be credited with **at least 6 ECTS**.

**Eligibility and Selection Process:**

Students from all Organic Units can apply using the form:

<https://forms.office.com/r/VJLku6e6wU>

Submission deadline: **30<sup>th</sup> JANUARY 2022**

The selection process will take place in two steps:

- Individual interviews (if needed): From **7 - 8<sup>th</sup> February** – Via ZOOM
- Group dynamic on the **9<sup>th</sup> February from 18h to 19.30h** – Rectorate NOVA University

**Selected candidates will be informed until the 13<sup>th</sup> February**

**Learning Objectives**

- Analysis of an entrepreneurial opportunity
- The social entrepreneurship innovation
- Analysis of markets and competitors businesses and products
- Marketing principles and value creation
- Marketing strategy: segmentation, positioning and targeting
- Managing the technology innovation process
- Business plan preparation
- Financing new ventures
- Protecting and monetizing Intellectual Property
- Evolution of a company's organizational structure as it grows from an entrepreneurial venture to a mature organization
- Organizing and managing entrepreneurial teams

**Teaching and learning**

The program will consist of 11 lessons of 3 hours each on a weekly basis. There will be three more classes for students to attend: one to present their project prototype, one to present and practise their pitch presentation and the last pitch presentation on the DEMO DAY.

When relevant, guest speakers will be invited to share their experience with the students during classes. The classes will be taught in English by teachers of different NOVA Schools (NOVA SBE, FCT, FCSH, IMS) and by companies specialized in a subject of the respective session, whenever relevant.

Classes will take place at the NOVA Rectorate in Campolide and when justified, in other NOVA Organic Units. However, the course coordination reserves the right to change it into an online format, in case the internal or national directives demand so, due to the pandemic situation.

Nevertheless, considering the importance of such a program to allow for the interaction between students that do not know each other, we much preferably recommend this course to be on a face-to-face format.

Students will be organized into groups. Each group will have between 3 and 5 people from different NOVA Schools.

### **Assessment**

Student's grade will be based upon the following:

- Business plan (Evolution from executive summary until the business plan): 30%
- Simulation Game (5 deliveries): 20%
- Pitch: 30%
- Attendance and participation: 20%

## Program Content

#	Date	Subject	Professor (TBC)	Local (TBC)
1	24 <sup>th</sup> February	Introduction to the Entrepreneurial Process	Pedro Neves (NOVA SBE)	Rectorate (Senate Room)
2	03 <sup>rd</sup> March	Design thinking	Guilherme Vitorino (NOVA IMS)	NOVA IMS (Lab design)
3	08 <sup>th</sup> March	Marketing Principles	António Marinho Torres (NOVA SBE)	NOVA SBE (Carcavelos)
4	16 <sup>th</sup> March	Business Planning	Paulo Soares de Pinho (NOVA SBE)	Rectorate (Senate Room)
	20 <sup>th</sup> March	<i>Entreprsim Begins</i>	<i>Enrollment</i>	
	21 <sup>st</sup> March	<i>Entreprsim Decision</i>	<i>Round 0</i>	
5	23 <sup>rd</sup> March	From idea to business: The technology, product or service	Fernanda Llussá (FCT NOVA)	NOVA FCT (Caparica)
	28 <sup>th</sup> April	<i>Entreprsim Decision</i>	<i>Round 1</i>	
6	30 <sup>th</sup> March	Creating and Managing Entrepreneurial teams	Susana Carvalho (NOVA FCSH)	NOVA FCSH (auditório)
7	06 <sup>th</sup> April	Financing New Ventures	Paulo Soares de Pinho (NOVA SBE)	Rectorate (Senate Room)
	18 <sup>th</sup> April	<i>Entreprsim Decision</i>	<i>Round 2</i>	
8	20 <sup>st</sup> April	Product Design and Manufacturing	Bruno Soares (FCT NOVA)	Rectorate (Senate Room)
	25 <sup>th</sup> April	<i>Entreprsim Decision</i>	<i>Round 3</i>	
9	27 <sup>th</sup> April	Social Entrepreneurship	Joana Castro e Costa (NOVA SBE)	Casa do Impacto
	02 <sup>nd</sup> May	<i>Entreprsim Decision</i>	<i>Round 4</i>	
10	06 <sup>th</sup> May	Protecting & Exploitation of Intellectual Property	Vasco Stilwell de Andrade (Team Genesis)	NOVA Law

	09 <sup>th</sup> May	Entreprsim Decision	Round 5	
11	11 <sup>th</sup> May	How to pitch your idea?	Ana Sofia Esteves (FCT NOVA)	Startup Lisboa
	18 <sup>th</sup> May	Prototype presentation	ALL TEAMS	Virtual
	25 <sup>th</sup> May	Pitch presentation (pre-presentation)	ALL TEAMS	Senate Room
12	30 <sup>th</sup> May	<b>Final DEMO DAY</b>	<b>ALL TEAMS</b>	<b>Auditorium B</b>

### PROGRAM CONTENT & SIMULATION GAME: ENTREPSIM

Each week, students will have a different module that will explore a topic that is relevant for the project development. It is expected that during the program, students go from ideation phase until a working document of a business model of a solution with relevance and impact in any area of knowledge.

Additionally, students will have the opportunity to participate in a venture simulation game (ENTREPSIM), which is a dedicated simulator of a technology-based case study, that will put students in contact with “close-to-real” scenarios that entrepreneurs would face in real life when looking for team, investment and entry in the market and make decisions that impact the final outcome.

### THE BUSINESS PLAN & PITCH

By the end of the program, students are expected to have developed a business plan of their idea and be ready to pitch it to a group of investors in order to be able to get support to pursue their project.

Students should have in mind that for the business plan and the final pitch, the three main key criteria to be taken into account are: **Team, Market and Product.**

**Team-** The diversity of the team, dynamism, potential, commitment, previous experience and/or knowledge of the industry/market that the participants wish to enter.

**Market-** The dimensions of the targeted market (local, national, European, Global?) that the product has the possibility to reach while taking into account the limitations of the proposed project, such as the existence of alternative products, trade barriers etc.

**Product-** The innovative property of a solution, technology and approach to the suggested markets. The capacity to create a sustainable and competitive advantage. Capacity to protect the intellectual property. Difficulty for competition to copy the product, etc.

Students should be ready to answer to the following questions:

**1) Team:**

- ❖ What is the overall quality of the promoting team?
- ❖ Degree of diversity (cultural, background, professional experience)?
- ❖ Knowledge about the industry/market?
- ❖ Network of contacts and key partnerships?
- ❖ Partners and VCs: Protection and exit strategies?

**2) Market:**

- ❖ Who will be the first clients? Why would they buy it?
- ❖ Reason for market existence?
- ❖ Which market needs, have not been satisfied?
- ❖ Is the solution/technology/service superior to competitors regarding these particular dimensions?
- ❖ To what extent is the solution/technology/service appropriate to the market?
- ❖ What is the market size: World, Europe, Portugal, Lisbon or Campolide?
- ❖ Market potential: Is the target “high ceiling” or “low ceiling” industries?
- ❖ How to create value for the final consumer while considering the SWOT analysis?  
How to transform weaknesses into strengths? How to transform threats into opportunities?

**3) Product/Technology:**

- ❖ Is it a “unique” solution/technology/service?
- ❖ IP protection? Is it easy to replicate by competitors?
- ❖ Is it already completed and tested in the proposed scenario?
- ❖ How do you compare its attributes to solutions provided by direct and indirect competitors?

By the end of the program, students will have a final Pitch Competition in the DEMO DAY. In this competition, students will have to do a 3 min pitch of their idea to a jury that will evaluate their projects.