



Entrepreneurship and creativity

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If I had 100.000 € to create a new company?

IDEA	RESOURCES	RISK
What would you do?	What would you need?	What doubts would I have? ○
		What doubts would you have?
		OPORTUNITIES
		What returns would I have? ○
		What returns would you have?



Entrepreneurs profile

- Needs: personal or material to improve the personal situation.
- Ambitious objectives: from dreams to reality.
- Self-confidence in one's own capabilities to identify and take advantage of a market opportunity
- Leadership: having the ability to develop one's vision in a company
- “Risk taker” capabilities: Coexisting with changes and uncertainty.
- Serenity before the conflict and the change: having enough bravery to face the insecurity and the uncertain future.
- Knowing how to take profit of opportunities; using a special instinct or being always watching the market evolution.



Other factors to be considered

- Being unemployed.
- Ambition and desire for independence.
- Confidence in one's own idea. Making good use of new opportunities.
- Be our own boss.
- Developing experience and knowledge.
- The only choice, no alternatives.
- Creating a job and economic future for children.
- Making good use of institutional grants



Failure reasons

- Bad entrepreneurs
- Lack of training, knowledge and experience
- Lack of market knowledge
- Unreasonable projections
- Key points of competitors not properly considered
- Lack of start-up resources
- Different objectives of the partners
- Partners not found
- Weak Public Administration support



Business idea: Sources

- People and companies with which the person is related.
- The work.
- Own needs.
- Personal hobbies.
- Products with success in other countries.
- Social, fashions.
- Reading from journals.
- Changes that can occur in an area (demographic, social, etc.) that cause new needs.

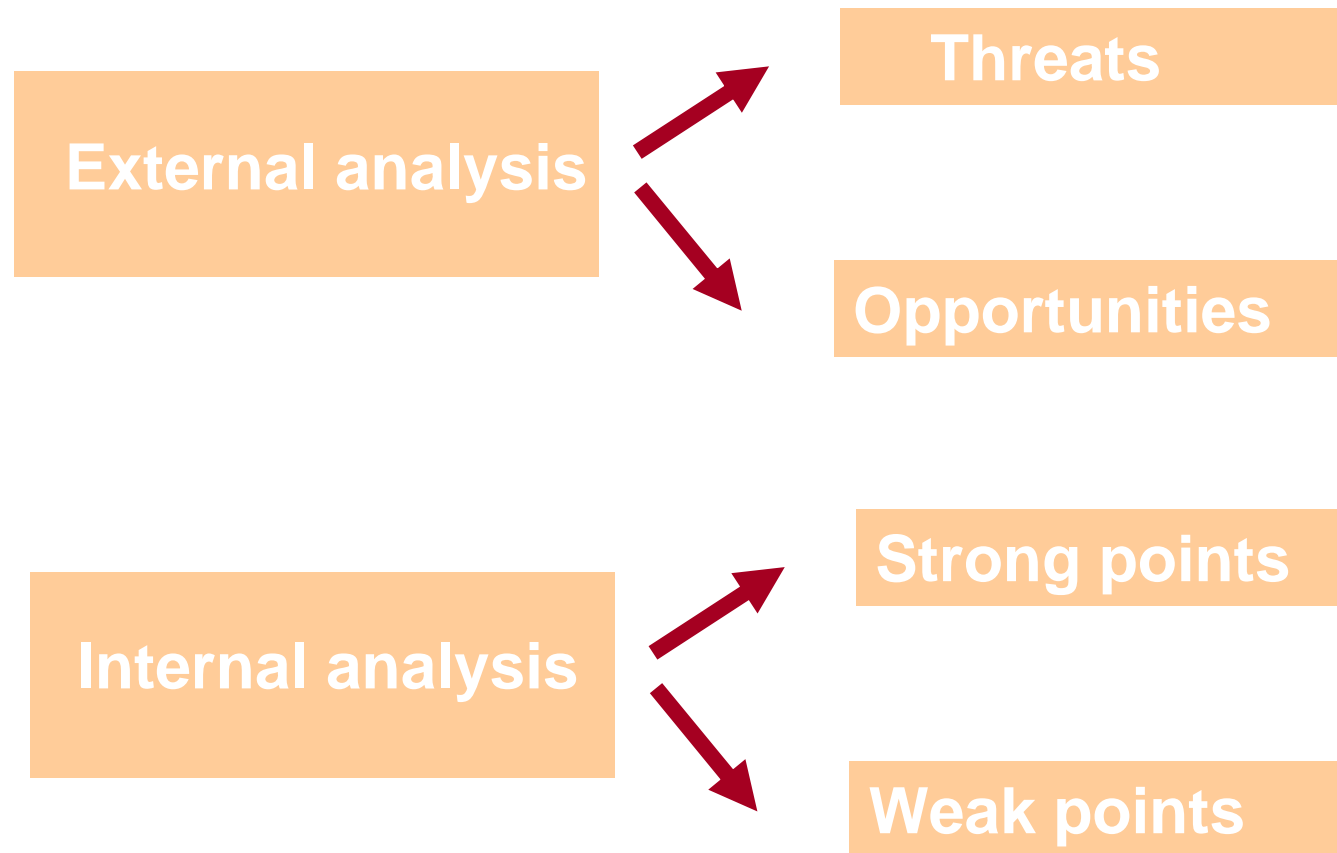


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Business idea

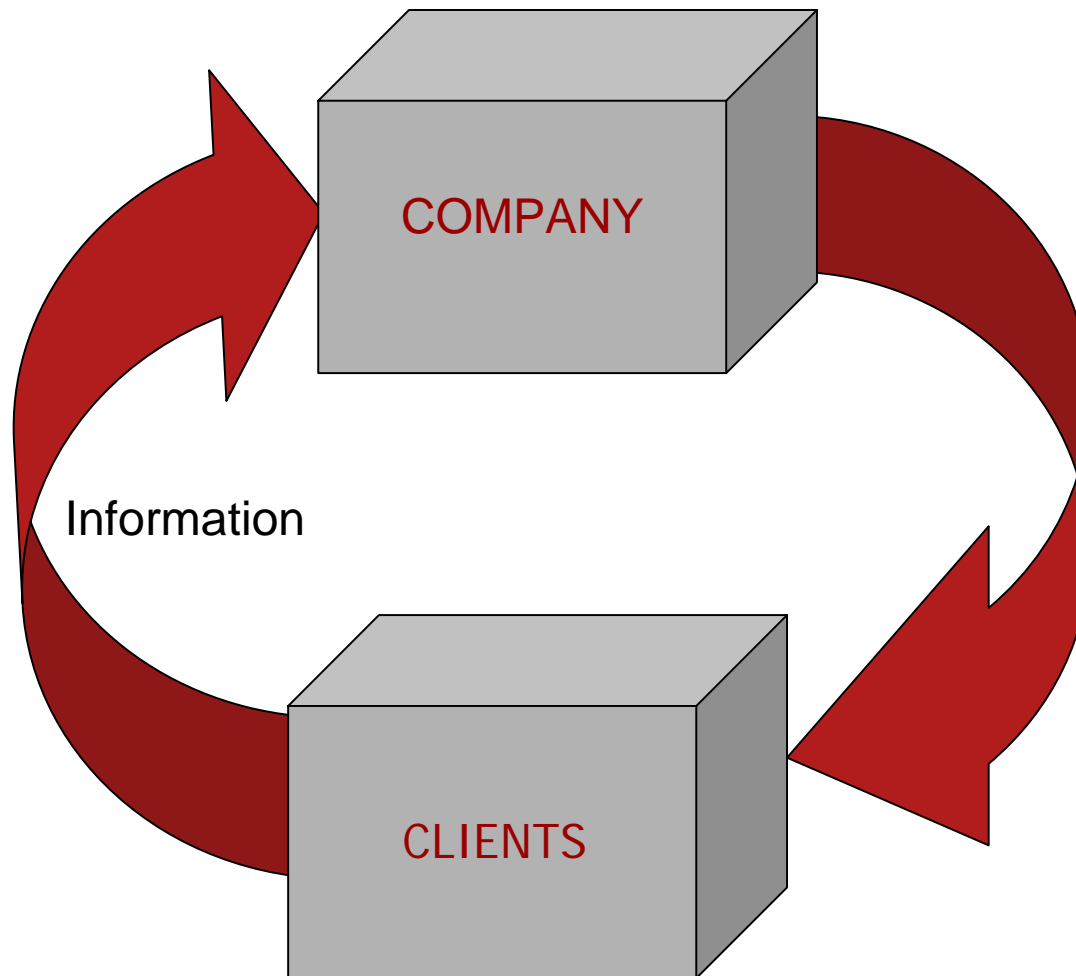


SWOT Analysis





Marketing plan



- **Product**

- Diversification
- Service

- **Price**

- Discounts

- **Distribution**

- Points of sales
- Warehouse
- Transportation
- Stocks

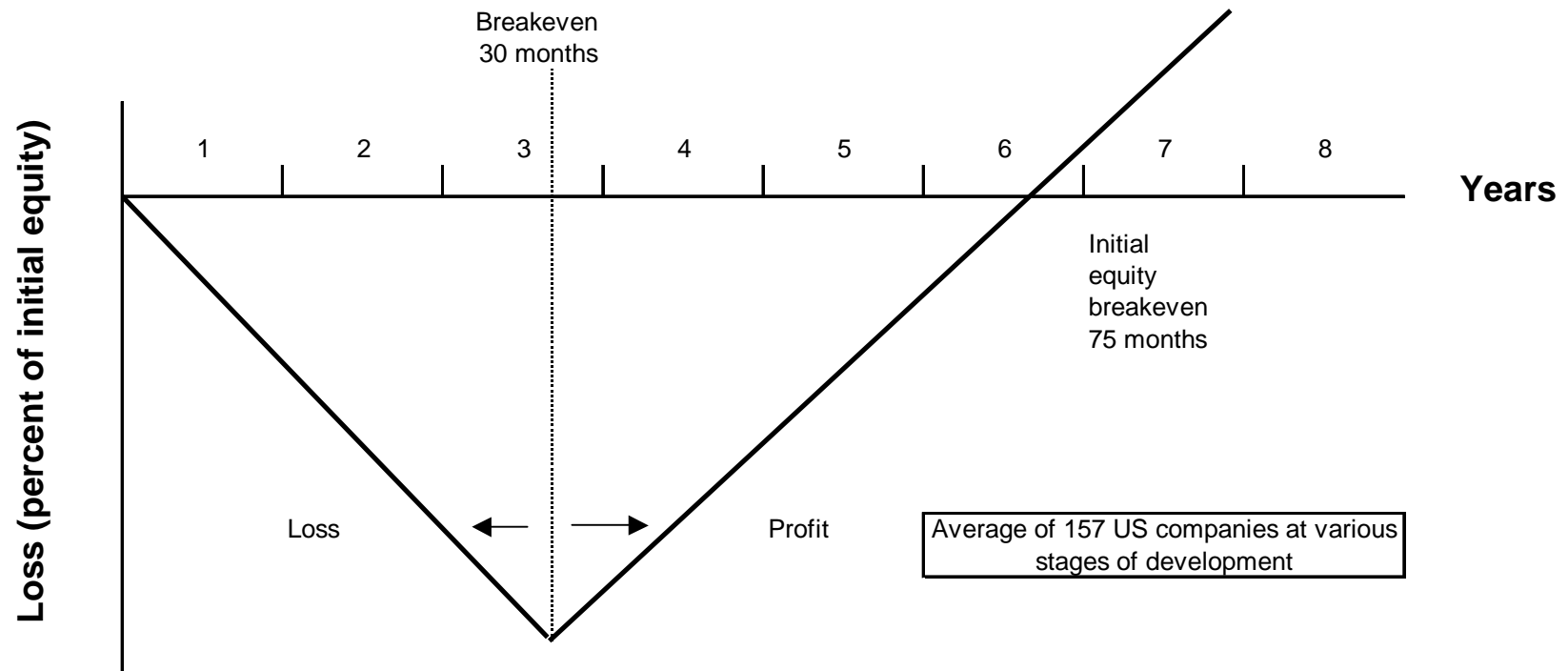
- **Promotion**

- Advertising
- Promotion



Financial requirements

Cash goes out for a long time before it starts to come in





Project feasibility

ECONOMICAL FEASIBILITY



- . Projected profits
- . Projected sales
- . Asset profitability
- . Stocks turnover

FINANCIAL FEASIBILITY



- . Equity profitability
- . Capital cost

TECHNICAL FEASIBILITY



- . Availability of the technology
- . Life of the product and the technology



Financial sources

	PROS	CONS
FRIENDS, FAMILY & FOOLS	FAST LOW BUROCRACY	ONLY MONEY SUPPORT?
INDUSTRIAL PARTNER	FAST KNOW-HOW ABOUT THE MARKET	DIFFICULT TO EXIT CONFLICT OF INTEREST
PRIVATE INVESTORS	FAST NETWORKING	DIFFICULT TO EXIT

Financial sources (ii)

	PROS	CONS
CAPITAL RISK	PROFESSIONAL VALUE ADDED APPROACH EXIT NEGOTIATED	SLOW CONTROL
BANKS SAVING BANKS	FAST ?	GUARANTEES
GRANTS	ZERO COST ?	SLOW BUROCRACY



Webs

Subprime crisis:

<http://www.dailymotion.com/swf/k3vjGnFW0yxqrYHSpY>

Steve Ballmer, CEO Microsoft:

<http://es.youtube.com/watch?v=wvsboPUjrGc>

Steve Jobs, Apple

<http://video.google.com/videoplay?docid=3014637678488153340>



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