Course Coordinators:
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Teaching Assistants:
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Location: Universidade Nova de Lisboa

Timetable: 3 Morning sessions (9.00-13:00); 3 Afternoon sessions (14:00-17:00)

Recommended Textbooks:

Evaluation:
Handwritten Summary of the Steps of a Marketing Plan (30%)
Assignment and Final Project (70%).

Objectives of the Entrepreneurship and Innovation Course:

This course is intended to motivate students for entrepreneurship and innovation. Through a combination of strategic frameworks with entrepreneurship practices, this seminar tackles a wide range of aspects, namely how new businesses create value in dynamic environments. It provides a detailed understanding of how firms use key innovation and marketing concepts in the management process.

The course has a strong focus on “learning by doing”. The main goal of the work project sessions is to work in teams and prepare a go-to-market strategy for a business using the concepts and tools learned in during the sessions. Students are also given the opportunity to analyze and discuss case-studies to develop their own strategy and learn from state-of-art innovation practices. Classes will also work as a forum for students to present possible recommendations to entrepreneurs when they face concrete problems.

SESSION 1: (morn.) – MARKET SCANNING, MARKET SELECTION AND DATA COLLECTION
Which markets are possible, which ones are attractive, which ones get into the shortlist?
What are the specifications and characteristics of eligible markets? Which one to choose?
SESSION 2: (aftern.) – ENTREPRENEURSHIP. HOW TO EVALUATE A BUSINESS IDEA.
Provides students with an introduction to entrepreneurial thinking.

SESSION 3: (morn.) – VALUE CREATION THROUGH INNOVATION AND MARKET STRATEGY
How are we going to approach it? How can we expand?
How can we go about realizing our marketing strategy?

SESSION 4: (aftern.) – ELEVATOR PITCH AND WORKPROJECT
What is an elevator pitch? Presentation and discussion of the Ideation Assignment.

SESSION 5: (morn.) – THE FINANCIAL AND BUSINESS PLAN
Which business model are we going to use?
What are the financial implications?
How can we go about implementing our business plan?

SESSION 6: (aftern.) – FINAL PROJECT PRESENTATIONS
Final presentations and defenses / Videos of the different projects.

Summary of Marketing Plan
Before the start of the course students should do an individual summary in bullet points (hand-written, maximum 10 pages) of the different Steps of a Marketing Plan. The different steps of a marketing plan are discussed in several slides (password: “mkt”) and in 6 short-videos available in this website: http://www.iflages.com/mkt (please do not use Google Chrome: if you have difficulties in opening the videos, you may also find them at: http://www.youtube.com/user/maclinuxmaclinux).

Assignment (in teams): Ideation. Due: Session 4
a) Problem/ Market Pain
b) “Who Cares”
c) Is he willing to pay for the “solution” and why?
Prepare a 5 min. power-point presentation.

Final Project (in teams): You Tube Video. Due: Session 6
Prepare a two-minutes you tube video with the market pain, solution and technology explanation (in case you have a business idea that uses a specific technology). You should include in the video the company/product name, logo, slogan and the team’s member names.

These are some of the critical questions that you should consider for your coursework:

1) Product:
   ∀ Which one is your “Unique Selling Point” (USP)
   ∀ Is it a “unique” solution/technology?
   ∀ IP protection? Is easy to replicate by competitors?
   ∀ Who is your competition?
   ∀ Which product attributes your product has that your competitors don’t?
How do you compare its attributes to solutions provided by direct and indirect competitors?

Production cost

2) Market:
- Justification of market existence?
- Which market needs have not been satisfied?
- How to create value for the final consumer while considering the SWOT / TOWS analysis? How to transform weaknesses into strengths? How to transform threats into opportunities?
- Which market needs is your product fulfilling that your competitors don’t?
- To what extent is the technology appropriate to the market?
- Is it targeted to a Blue Ocean or is it capable of offering sustainable competitive advantage (i.e. profit+ growth) in a Red Ocean?
- Market size: Are you targeting the World, Europe, Southern Europe, Portugal, Lisbon or Campolide?
- Are you targeting a single, a few or several clients?
- Market potential: Are you targeting “high ceiling” or “low ceiling” industries?
- What is your positioning in the market?
- What about the 4Ps strategies: Product, Promotion, Pricing and Distribution?
- What’s your overall Go-to-Market Strategy (Marketing & Sales)?
- What products/services do you replace?

3) Team:
- What is the overall quality of the promoting team?
- Do you have relationships with key partners/stakeholders?
- Degree of diversity (cultural, background, professional experience)?
- Know-how about the industry/market?
- How do you intend to implement this plan (Men, Minute & Money)?
- How will you invest the money given by VCs?

Additional Bibliography:

