takeoff

Inovação e Empreendedorismo na Área das Novas Tecnologias

Sou empreendedor: what's next?

Mário Valente

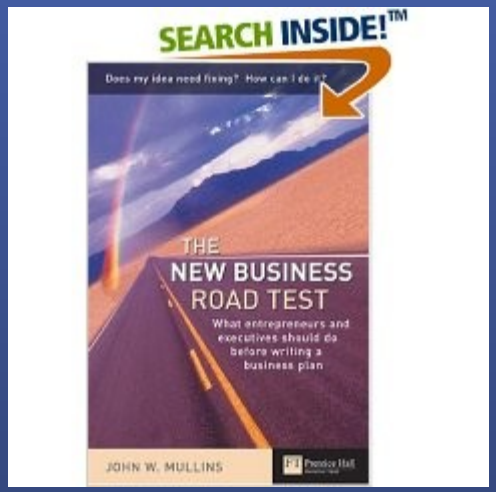
19/04/2008

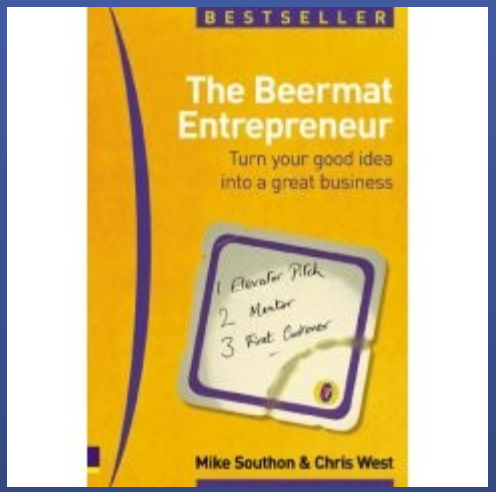
Agenda

- Coisas das quais não vou falar
- Coisas das quais não sei o que dizer
- Coisas das quais não sei o que fazer

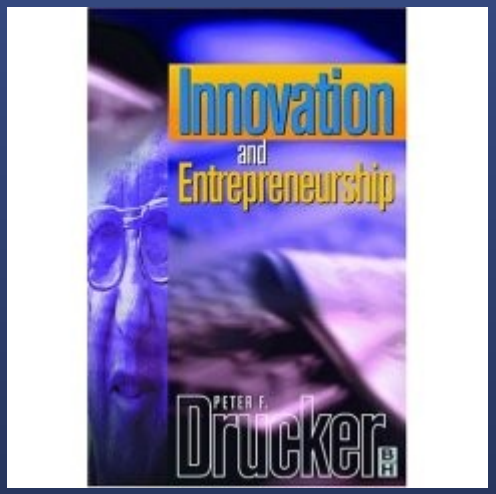
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Não vou falar











Não vou falar



Core required courses
* Applied Corporate Finance
* Business Economics*
* Corporate Sustainability
* Finance
* Financial Accounting*
* Human Resources Management
* Management Control Systems
* Marketing
* Operations Management*
* Organizational Behavior
* Quantitative Analysis for Business*
* Strategic Management

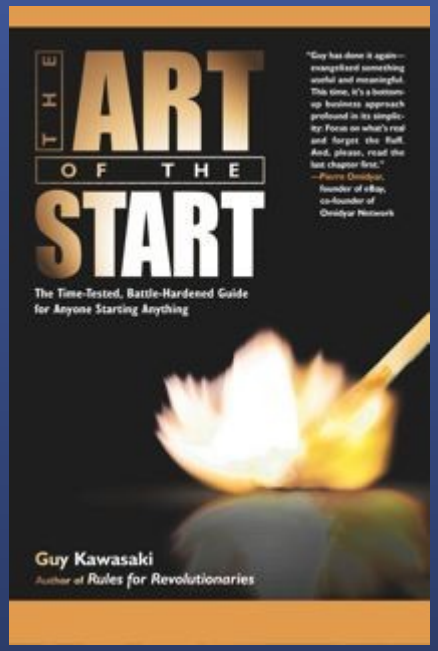
Finance
* Advanced Corporate Finance
* Banking - Entrepreneurial Finance
* Financial Derivatives
* Financial Innovation
* Financial Investments
* International Finance
* Mergers, Acquisitions and Restructuring

Management
* Business Law
* Entrepreneurship
* Fiscal Law
* Information Management
* Innovation Management
* International Management
* Knowledge Management
* Leadership and Motivation
* Macroeconomics
* Management and Emotional Intelligence
* Negotiation
* Organizational Design and Change
* Project Management
* Strategic Alliances
* Strategies for E-business

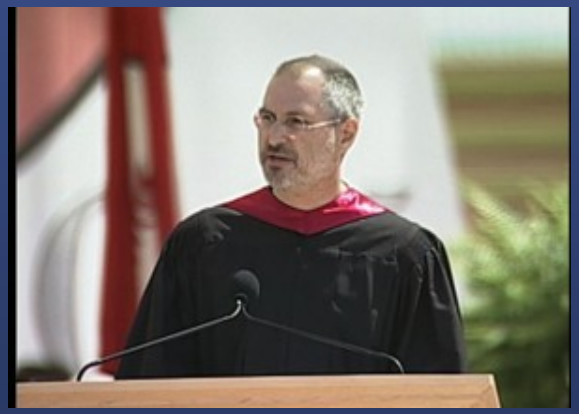
Marketing
* Advertising
* Brand Management
* Consumer Behavior
* Marketing Research
* New Product Development
* Pricing
* Retailing Strategies
* Sales Force Management
* Strategic Marketing

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Não vou falar







Não vou falar

dont know what to speak about next saturday at takeoff; any suggestions?
04:27 PM April 16, 2008 from im

Mario Valente

@vd @celso or we could do the Spanish Inquisition sketch http://tinyurl.com/5cc78k
05:14 PM April 16, 2008 from im in reply to vd

Mario Valente



Ximinez: NOBODY expects the Spanish Inquisition! Amongst our weaponry are such diverse elements as:

- fear,
- surprise,
- ruthless efficiency,
- an almost fanatical devotion to the Pope,
- and nice red uniforms

Oh damn!

Não vou falar

@mvalente Fala sobre a Esoterica com _numeros_ ou seja, quanto é que arrecadaste com a venda à Via? isso é que interessa ao pessoal :-)

04:35 PM April 16, 2008 from web in reply to mvalente ☆



Antonio Matias Gil

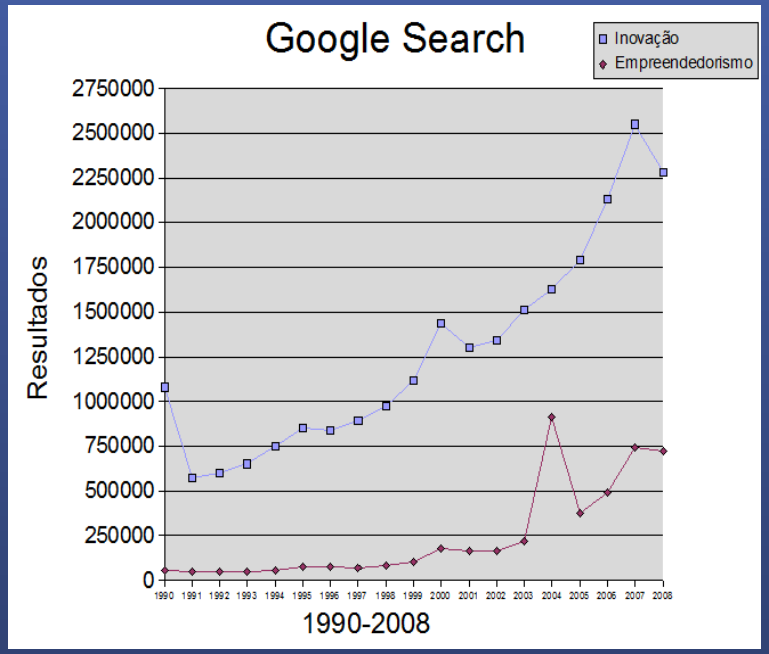
@mvalente: fighting the entrepeneurship counter-culture in portugal. I guess you already fought that battle and won.

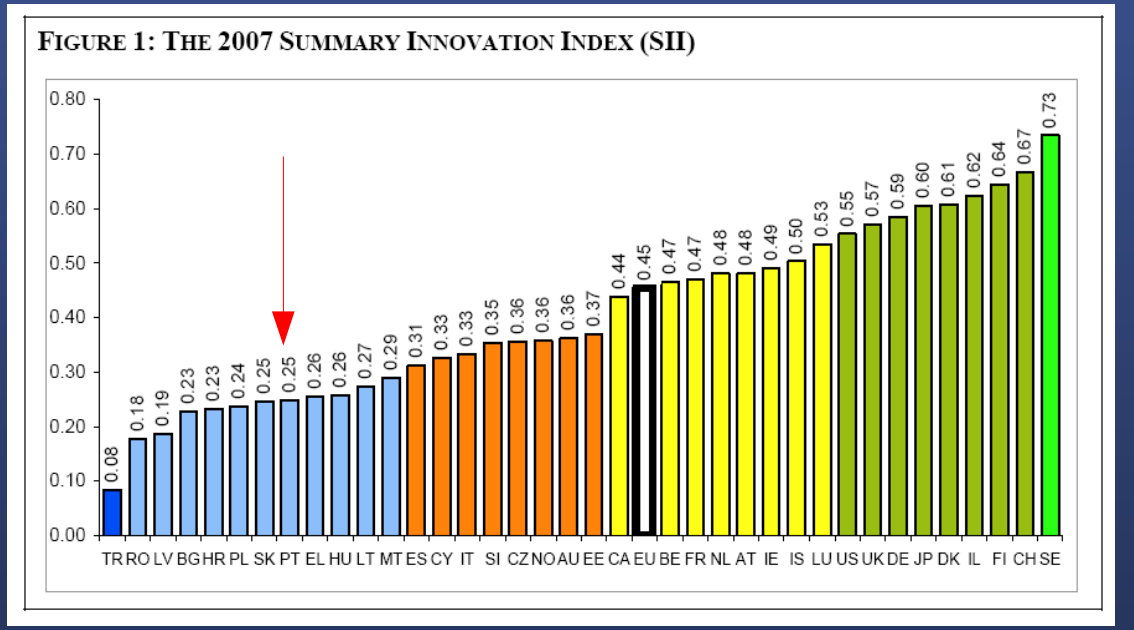
04:41 PM April 16, 2008 from twhirl in reply to mvalente ☆



Bruno Figueiredo

Não vou falar





Não vou falar

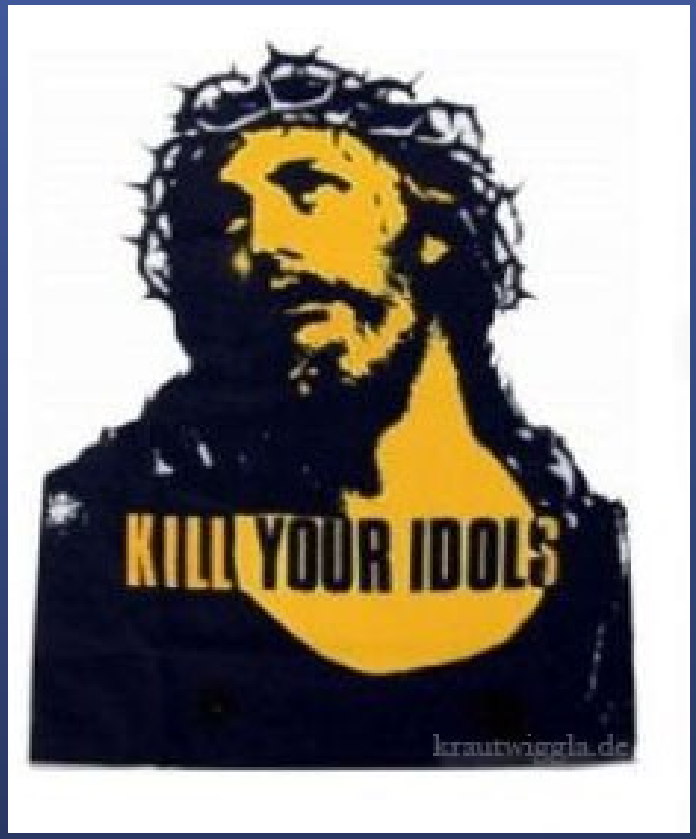






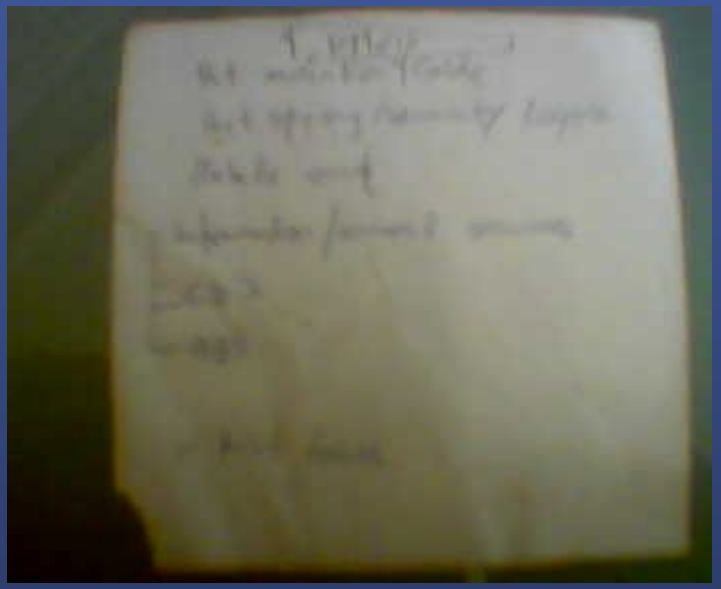
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Não sei que dizer



Não sei que dizer





Não sei que dizer

- Spam IST
- Assalto às instalações
- Caso suporte BFE
- Recusa 50.000cts (250.000€)
- Internet World Portugal 97

Inv.Ind.	2000€
1a venda (51%)	250.000€
10% Ind.	25.000€
2a venda	2.500.000€
10% Ind.	250.000€
ROI Ind	273.000€

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Não sei que dizer



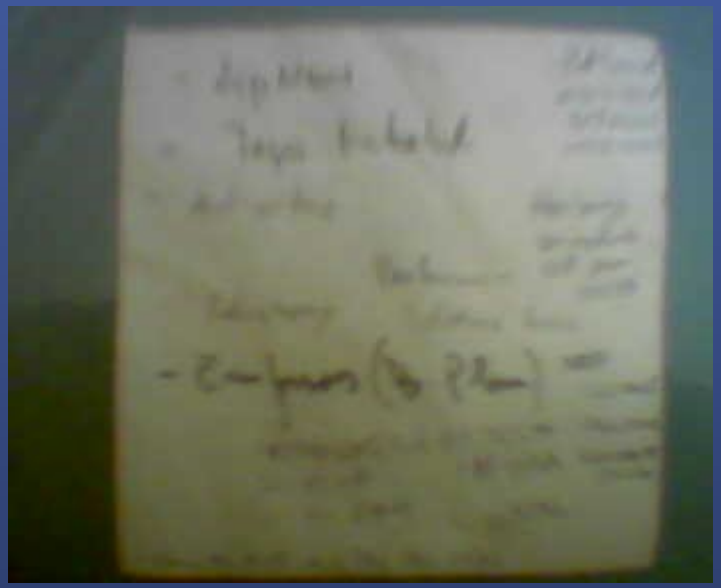


Não sei que dizer

- Falta e pessoal e absentismo
- Sócio com disco triplo platina
- Expo 98/Pav. Atlântico

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Não sei que dizer

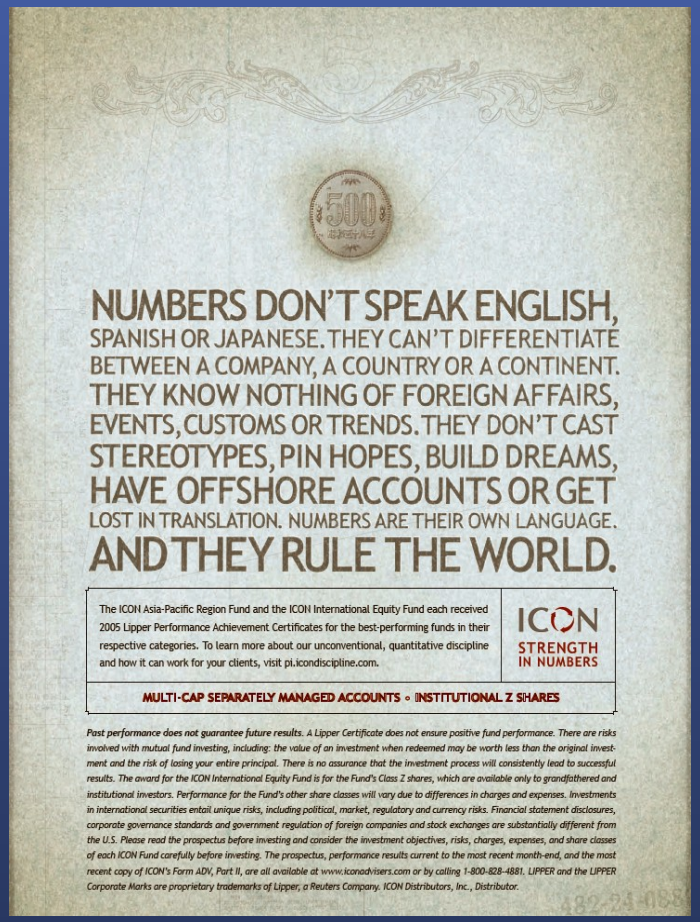


Não sei que dizer

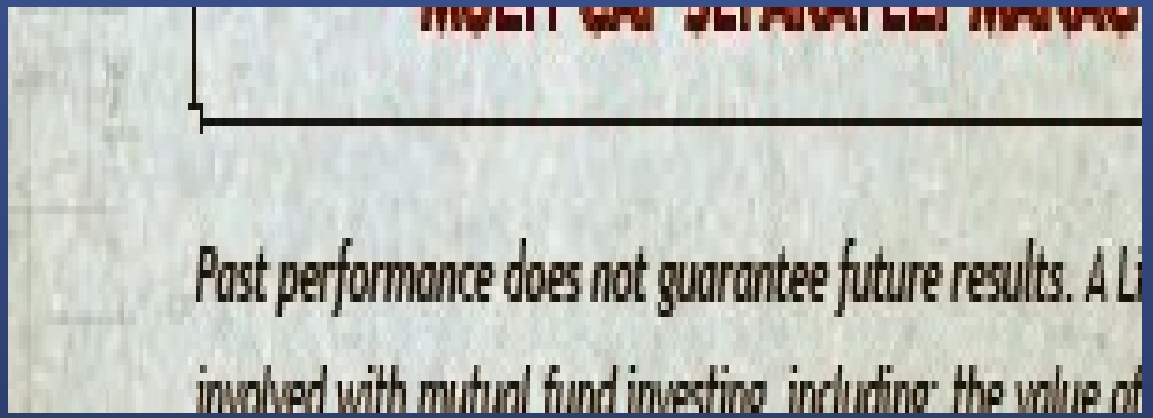
- Venda portal GF/Netc (60.000€)
- Corporate VC Oni (250.000€)
- Forced buyback (100.000€ dividas)

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Não sei que dizer



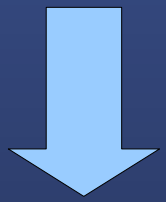
- Passado



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Não sei que fazer

Sou empreendedor: what's next?



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Não sei que fazer

IDEIA 1

Problem
Worlwide (esp. EU) lack of IT use from SMEs
Worlwide (esp. EU) difficulty in opensource adoption

Solution
Create a multinational body of techies that packages, installs and maintains opensource solutions to SMEs

Business model
Lower margin IT consultancy is profitable because of the use of lower cost opensource technologies and larger volume longtail/nonconsumer SME market

Underlying magic/technology
Experienced management team; Opensource commoditization; monopolization of the talent market; Creation of a non-hierarchical opensource organization (ie. employee stock ownership)

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Não sei que fazer

IDEIA 1

Marketing/Sales

EU ICT market: 597 billion €
EU SME ICT market: 590 billion €
EU SME software+services market: 153 billion €
EU SME “intend to adopt OSS” market: 38.25 billion €

Competition

IBM, Microsoft, Accenture, Deloitte, small local players

Projections & Milestones

10 million € investment needed; 5-10 acquisitions of small local players during 2008; build of transnational brand during 2009

Summary & Call to Action

IBM for SMEs
Consolidate EU talent pool to face and destroy Microsoft's hold on the market

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Não sei que fazer

IDEIA 2

Problem
Unexplored market of multiplayer mobile asynchronous games

Solution
License and develop IP and games technology that reaches the nonconsumer market of potential gameplaying >30 year olds

Business model
Asynchronous games adapt better to operator revenue sharing models and require cheaper technology; interaction in a non-intrusive, asynchronous way greatly multiplies the number of payed interactions involved

Underlying magic/technology
Asynchronous games dont need the costly technologies involved in realtime twitch reaction games (ie. lower costs) and are playable by older, professional people in a non-intrusive way

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Não sei que fazer

IDEIA 2

Marketing/Sales
EU mobile games market: 6.7 billion €

Competition
EA, Digital Chocolate, Gameloft, Ydreams, smaller players

Projections & Milestones
1 million € investment needed; buildout of team and concept during 2008; production of 1st product during 2009; launch 2010

Summary & Call to Action
Non-Intrusive electronic entertainment
Create fun, “slow”, intelligent games for a non-user market

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Não sei que fazer

IDEIA 3

Problem
Lack of EU/PT seed capital
Lack of EU/PT VC firms investing at the seed/startup stage
Lack of EU/PT VC firms providing money **and** hands-on help

Solution
Create a small VC company with a set of street savvy, hands-on experience entrepreneurs that can identify and help opportunities at an early stage

Business model
By investing small sums early, the multiplying factor of the capital invested will be much higher (100x); By investing in stages failing earlier (ie. with smaller capital commitments) will also provide better margins

Underlying magic/technology
Experienced entrepreneurial team; Capacity to identify opportunities within the alpha hacker community and to provide hands on help

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Não sei que fazer

IDEIA 3

Marketing/Sales

EU private equity market: 71.8 billion €
EU M&A market: 862 billion €
ROI (1 million € fund): 100% over 3 years, 33%CAGR (2 million €)

Competition

Big investment banks, Private equity companies, Angels

Projections & Milestones

250K € needed; structuring of 1st VC seed/startup fund of 1 million € before end of 2008; investment/divestment period 2009-2012

Summary & Call to Action

Fail early, fail often; Let a thousand flowers bloom
Investing smaller, faster, more, will augment the probability of having a hit

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Não sei que fazer

Momento de participação da audiência para dizer que isto é interactivo

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Conselhos

- Se não estão felizes, saiam
- Paguem os impostos a tempo e horas
- Usem protector solar

Q&A

FIM

mfvalente@gmail.com

"Vem por aqui" - dizem-me alguns com olhos doces,
Eu olho-os com olhos lassos,
(Há, nos meus olhos, ironias e cansaços)
E cruzo os braços,
E nunca vou por ali...

A minha glória é esta:
Não acompanhar ninguém.
Não, não vou por aí! Só vou por onde
Me levam meus próprios passos...
Corre, nas vossas veias, sangue velho dos avós,
E vós amais o que é fácil!
Eu amo o Longe e a Miragem,

Ah, que ninguém me dê piedosas intenções!
Ninguém me peça definições!
Ninguém me diga: "vem por aqui"!

Não sei por onde vou,
Não sei para onde vou,
Sei que não vou por aí!