



Open a door to the Entrepreneurship...

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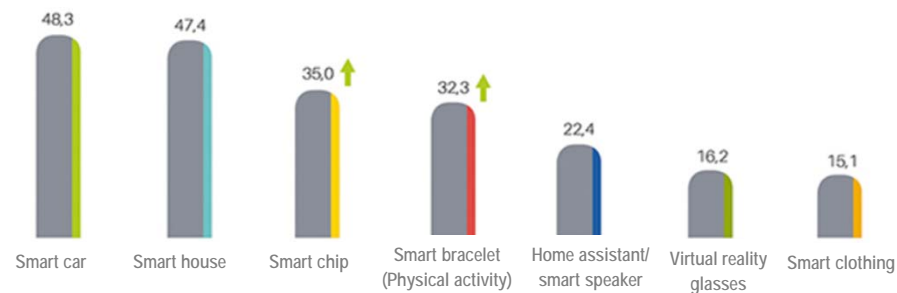


The World is
changing....



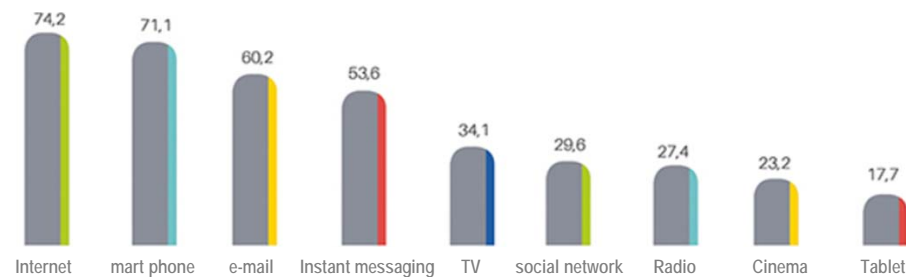
CHALLENGE 1: The change has accelerated

INTEREST IN DEVICES CONNECTABLE TO INTERNET (%)



DEPENDENCE OF MEDIA, DEVICES AND SERVICES

HOW DIFFICULT WOULD BE LIVING WITHOUT... (%)



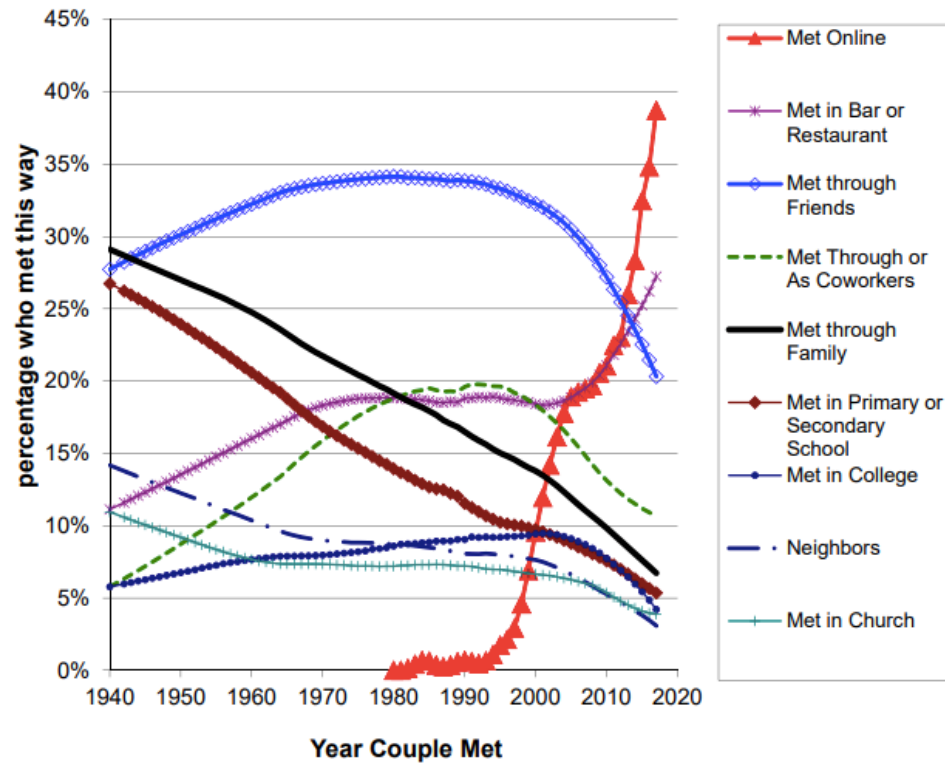
CHALLENGE 1: The change has accelerated

MOST VALUABLE TRADEMARKS IN 2020



CHALLENGE 1: The change has accelerated

How heterosexual couples have met, data from 2009 and 2017



CHALLENGE 2: Hypercompetition: Necessity of innovation



CHALLENGE 3: Fast innovation is the key

JEREZ

Lesielle, una startup 'made in' Jerez vuelve a despuntar

La sociedad, que trabaja en el sector de la cosmética, ha sido seleccionada entre las 12 empresas emergentes de 'Startup Andalucía Roadshow'

Introducing the first system that adapts to your skin's daily changes.



“The World has changed and we need to change with it”



In conclusion, ¿How to face these challenges?

There's a problem

Technological World has changed but we continue with the same behaviour.



Entrepreneur is not a super-person, but is an adjective that we should add to us...



Entrepreneurship is not only a productive activity...

According to European commission, young people that receive training in entrepreneurship develop business knowledge and **essential aptitude and attitude**, such as creativity, initiative, persistence, effective teamwork, knowledge of risk and sense of responsibility. This is the **entrepreneurial mentality** that helps them to transform ideas in realities and also increases employability.



¿Who can create
better companies?
Probably, we think of
University students



If entrepreneur should be
an adjective, Which
behaviour should
incorporate?



The answer: Effectuation

(to put (something) into effect or operation)

- Complementary to causal method.
- The ideal moment for beginning is NOW.
- 5 principles.



Principle 1 The bird in the hand



Principle 1 The bird in the hand



Principle 2 Acceptable losses



Principle 2 Acceptable losses



Principle 3 Alone is not possible, co-create...



Principle 3 Alone is not possible, co-create...



Principle 4 If you have lemons...



Principle 4 If you have lemons...



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45% MORE REVENUE

85% AVERAGE OCCUPANCY

+14 YEARS IN MANAGEMENT

Contact's name*

Phone number* email*

Property type

Cities

Number of apartments* Property Status

Address* Floor Area

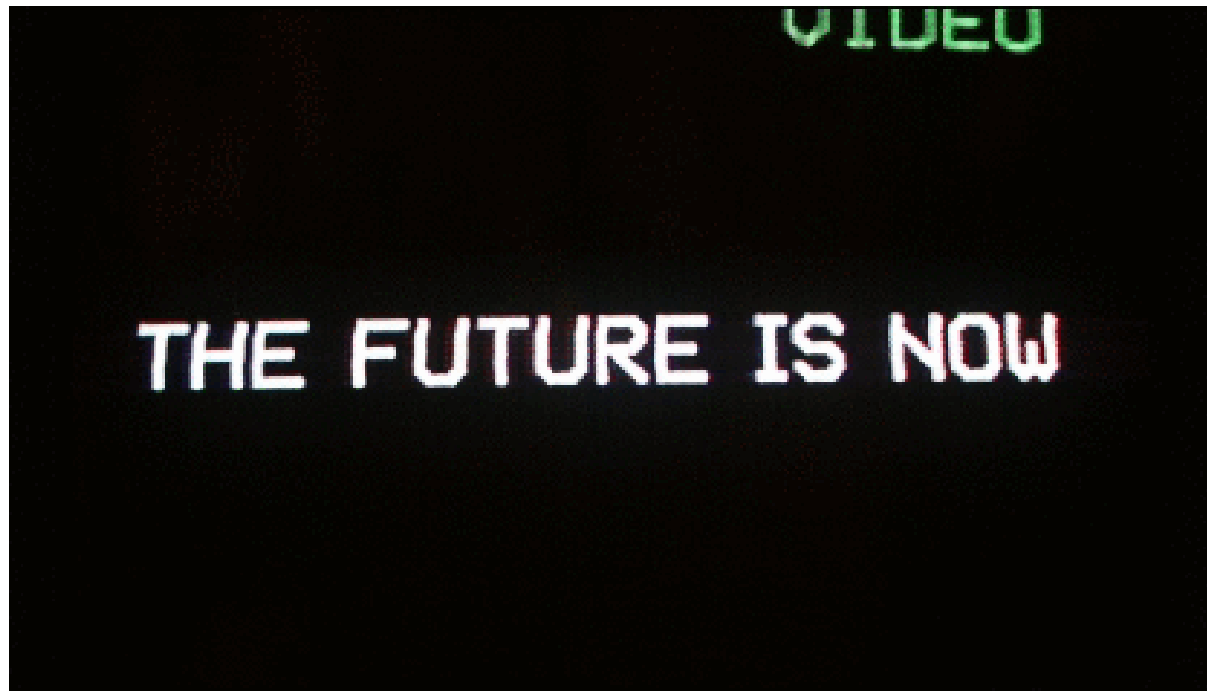
Does your building have tourist license?

I have read and accept Be Mate's privacy policy.

Send



Principle 5 Control the present, you can't predict the future

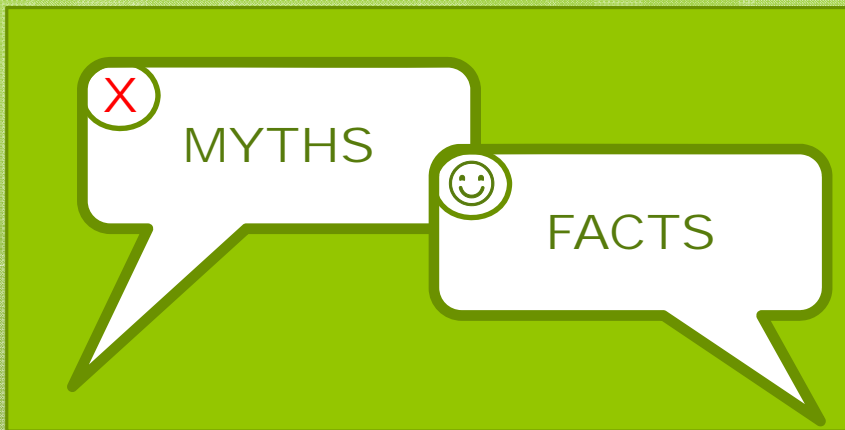


Don't settle, the travel begins



¿Which are your fears for
the entrepreneurship?





Debunking
5 myths
about
Entrepreneurship



MYTH 1. I don't have any brilliant idea



MYTH 1. I don't have any brilliant idea

The seed of every project is an idea

- Should represent an opportunity.
- Looking for an idea based on University knowledge.
- Not necessary "super-brilliant".
- We have to transform the idea into acts.



MYTH 1. I don't have any brilliant idea



MYTH 1. I don't have any brilliant idea

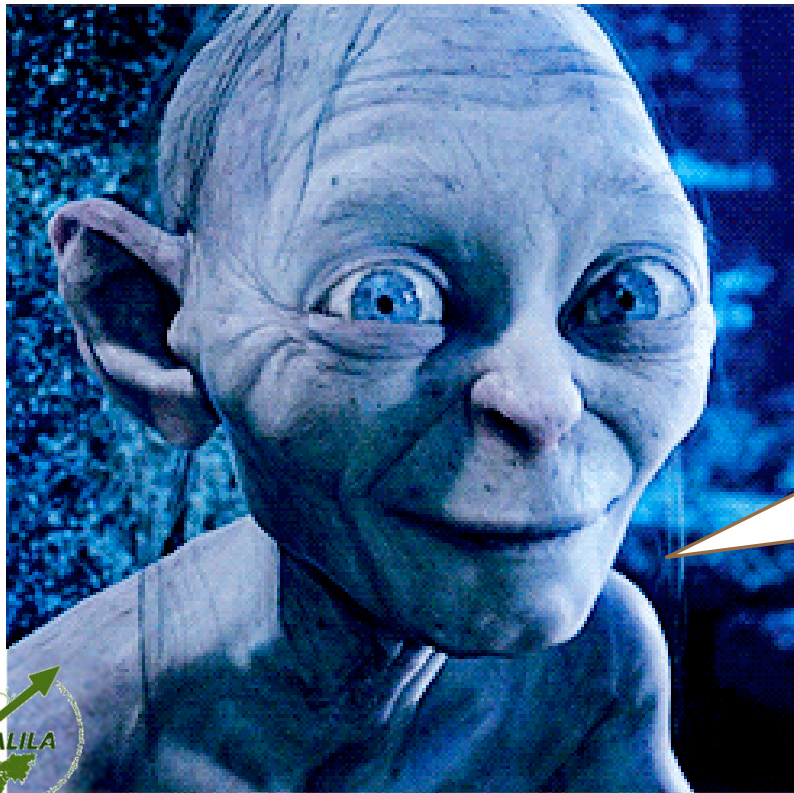


PAUGARCÍA MILÀ
OPTIMISMO NECESARIO

- Pau García Milà has compiled a list of 43 ideas related to how to obtain economic benefit with a cow
- He challenged prestigious business school to feed this list in seminars and conferences during last 5 years.
- Last incorporation to this list dates from 2013. Since then, nobody has found a different way to obtain economic benefit with a cow.



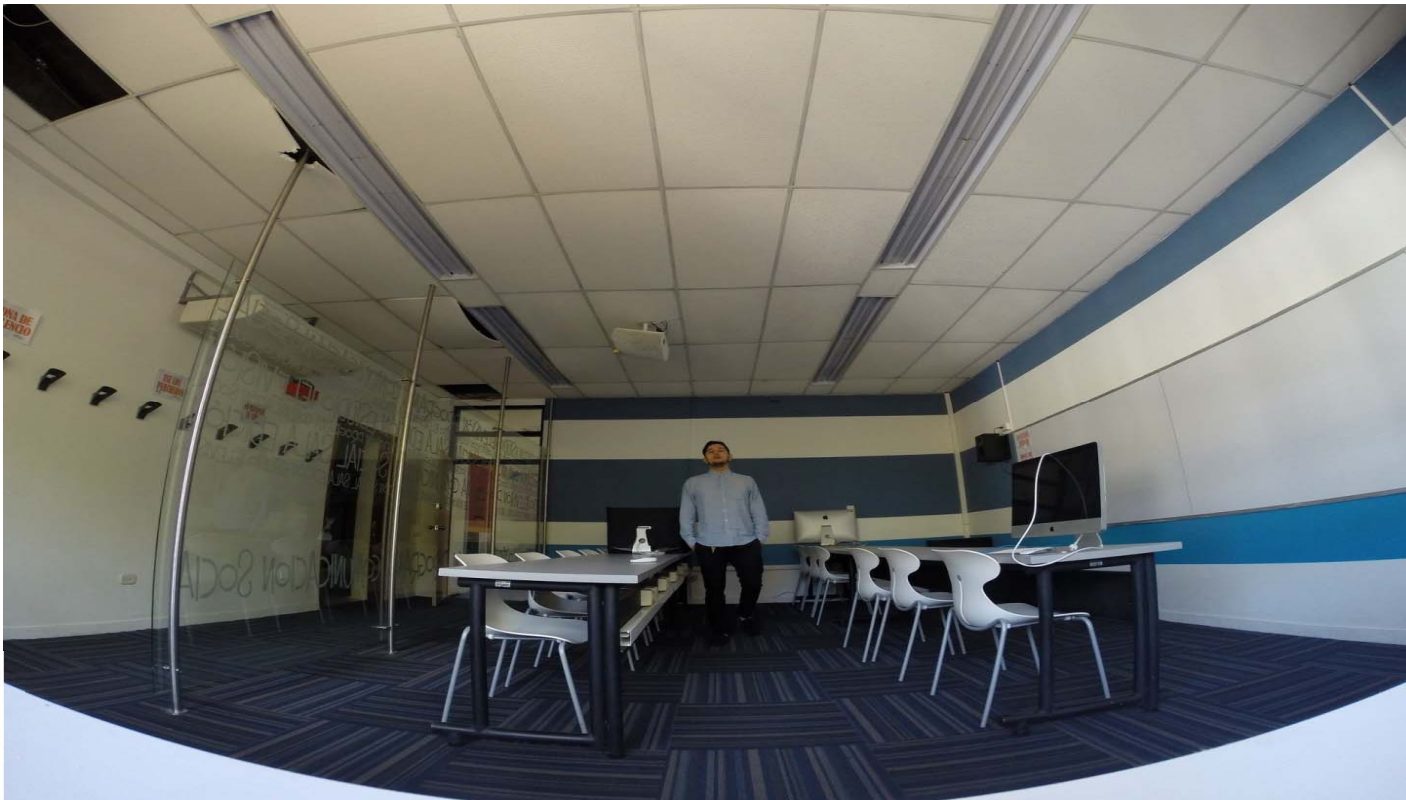
MYTH 1. I don't have any brilliant idea



My
treasure
!



MYTH 2. I'm not trained enough



MYTH 2. I'm not trained enough

A training in business management will be required...

Nowdays, the resources for stimulate entrepreneurship are increasing. There are different training programs, such as DALILA Business skills Lab.



MYTH 3. Bureaucracy



MYTH 3. Bureaucracy Bureaucracy never should be an obstacle for entrepreneurship

Removing obstacles to entrepreneurship

- ◆ Fifty-eight economies have eliminated the need for paid-in minimum capital to start a business, whereas 48 others have reduced the amount of capital required.
- ◆ Fifty-six new credit bureaus and 32 new credit registries have launched worldwide.
- ◆ Sixty-three economies have introduced online systems for filing and paying taxes.
- ◆ Forty-five economies have adopted reforms implementing or strengthening reorganization procedures to resolve insolvency.

Source: DOING Business 2020

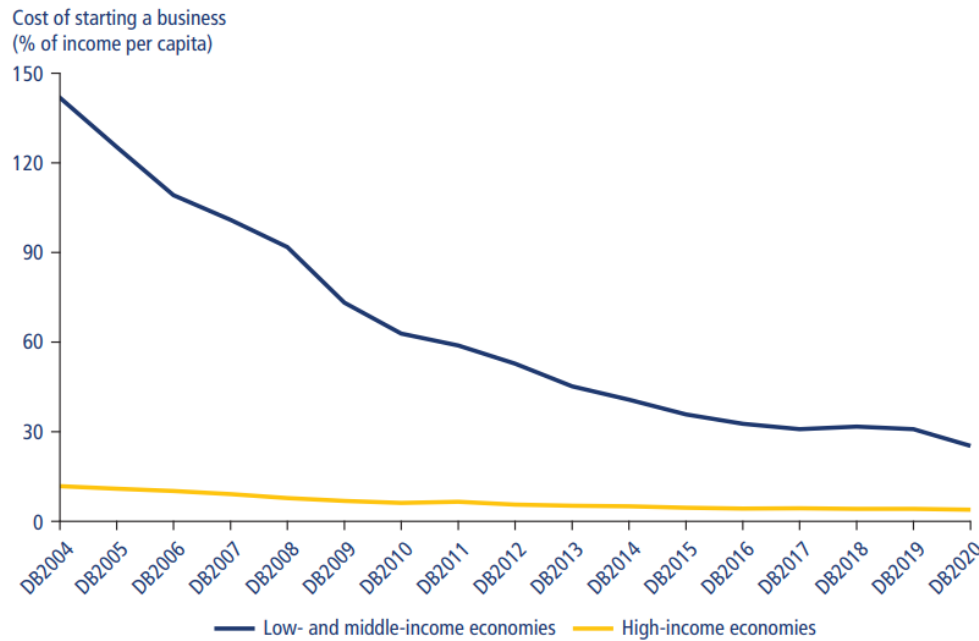


MYTH 4. Taxes



MYTH 4. Taxes

FIGURE 0.2 The cost of starting a business has fallen over time in developing economies



Source: Doing Business database.
Note: The sample comprises 145 economies.

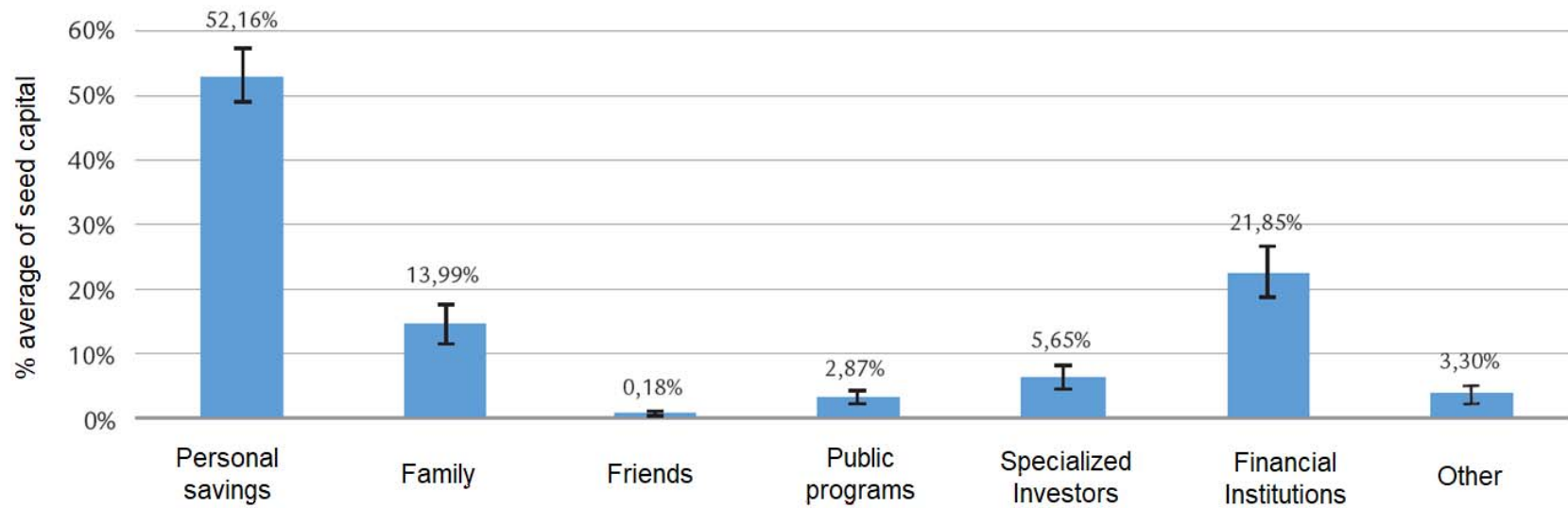


MYTH 5. I have no money



MYTH 5. I have no money

Gráfico 1.2.19. Sources for getting seed capital



Source: GEM Spain, APS 2017

Note: Vertical lines represent confidence interval of the average at 95%



MYTH 5. I have no money

Financing is an important problem, but never will be the main obstacle to face.

Most of projects start without needings of investment



As a final thing...



BUSINESS SKILL LABS TRAINING

What we want to change?



We want to change a lot of things...



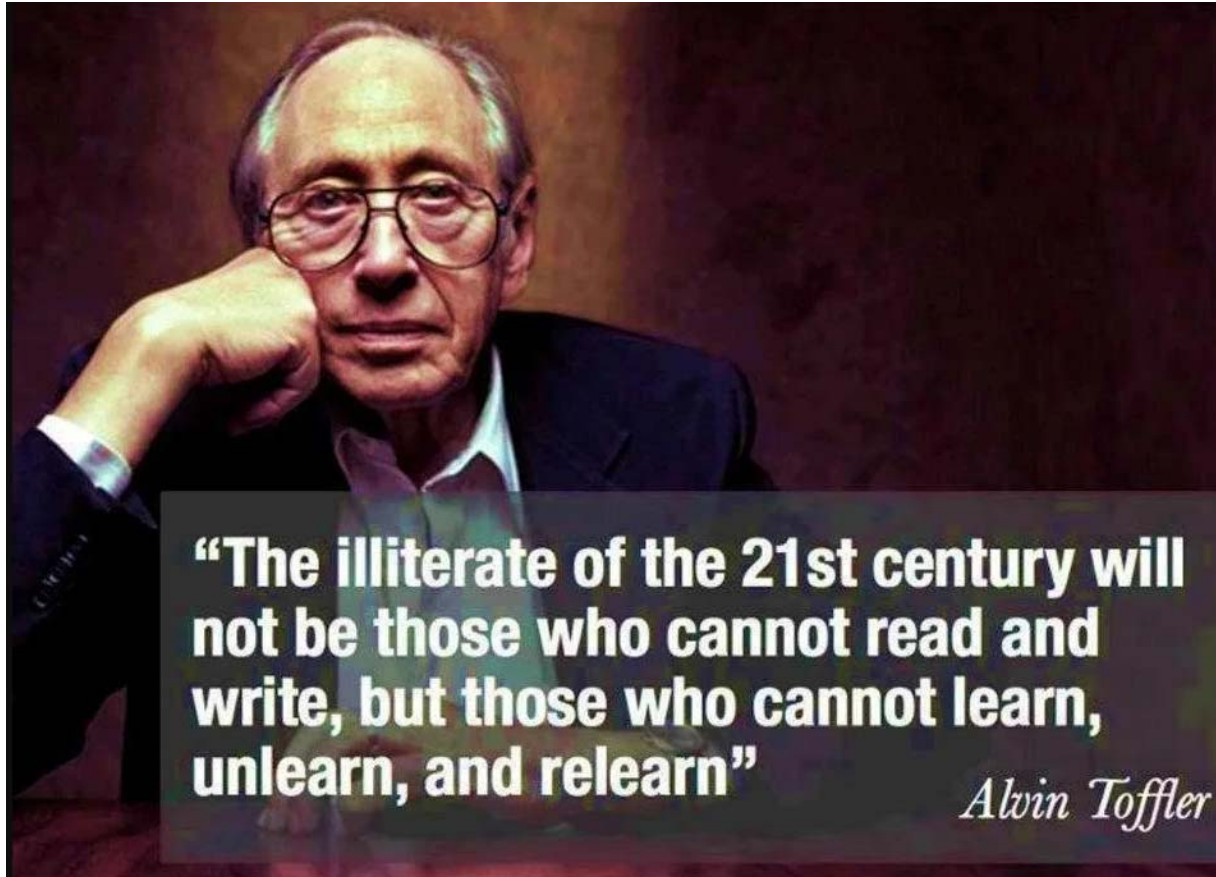
Photo: Christina @ wocintechchat.com from Unsplash

We want to change a lot of things...

- Most of entrepreneurs are men and have more than 30 years.
- Most of new business initiatives have a low or very-low technological development.
- Business initiatives with a high potential of employment (think of taking on more than 6 employees) represents a minority.

We think that many institutions are promoting the idea of entrepreneurship as a way of self employment instead of a high level of entrepreneurship







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