

Executives

LEADING THE EXECUTIVE EDUCATION IN PORTUGAL FOR THE LAST 20 YEARS

ENTREPRENEUR
IN A WEEK
(18 Hours)

CATÓLICA LISBON: A UNIQUE PROJECT

OUR ACCREDITATIONS

THE FIRST PORTUGUESE SCHOOL

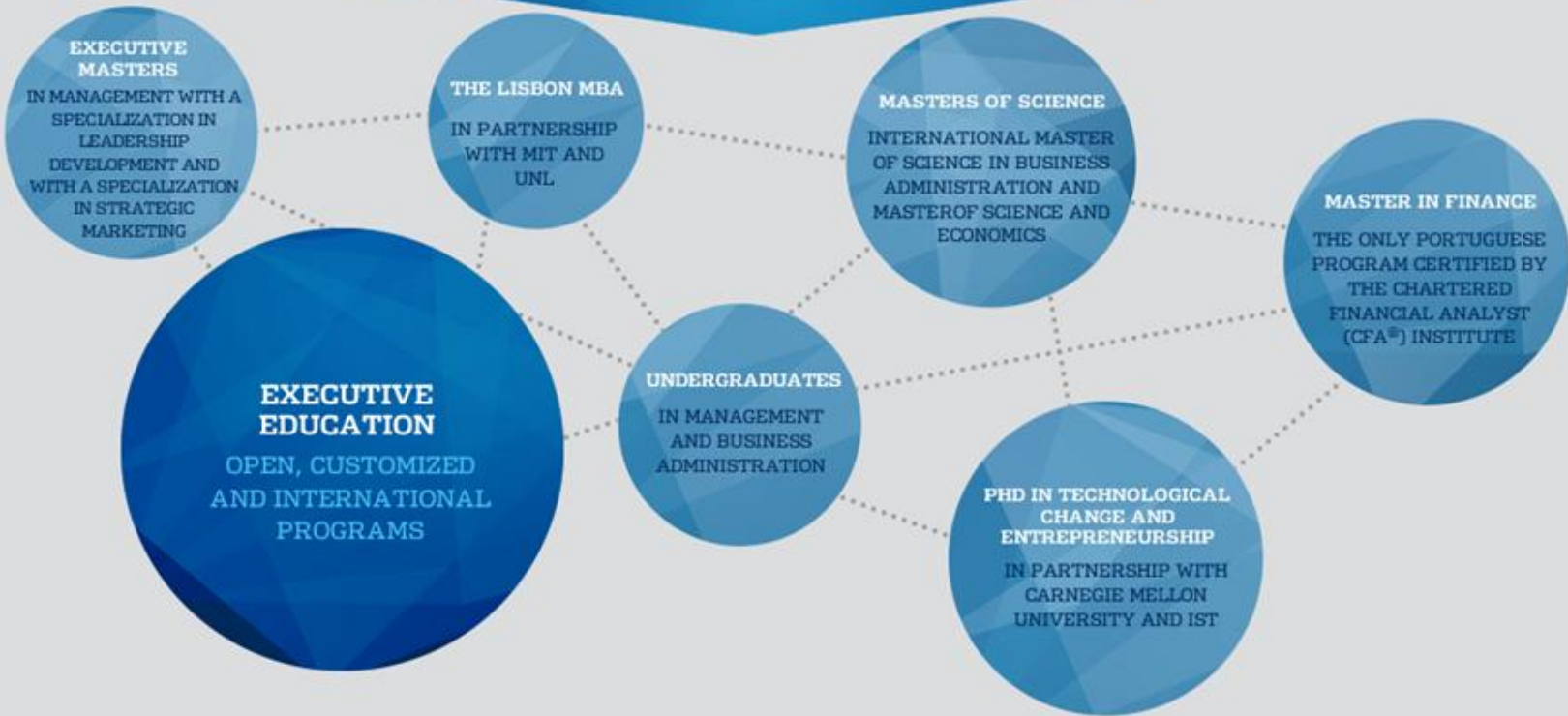
TO BE LISTED IN THE
EUROPEAN BUSINESS
SCHOOLS RANKINGS
OF THE FINANCIAL
TIMES

TO RECEIVE THE TRIPLE
CROWN ACCREDITATION
FROM THE THREE MAJOR
ACCREDITATION AGENCIES:
AACSB . EQUIS . AMBA

CATÓLICA LISBON: A UNIQUE PROJECT

OUR OFFER

EXCELLENCE, PRESTIGE AND REPUTATION BUILT OVER 40 YEARS OF TRAINING IN BUSINESS AND ECONOMICS THROUGH DIFFERENT INITIATIVES



THE ONLY PORTUGUESE SCHOOL

RANKED AMONGST THE TOP 50 EXECUTIVE EDUCATION SCHOOLS IN THE WORLD

RANKED AMONGST THE TOP 25 BUSINESS SCHOOLS IN EUROPE



EXECUTIVE EDUCATION: VALUE PROPOSITION

CREDIBILITY

SINCE WE ARE **THE LEADING SCHOOL IN THE PORTUGUESE EXECUTIVE EDUCATION**

CUSTOMER ORIENTATION

- › CUSTOM SOLUTIONS BUILT ACCORDING TO COMPANIES' TRAINING NEEDS
- › ATTENTION TO DETAIL

TOP FACULTY

- › PHD'S IN THE BEST SCHOOLS
- › WIDE EXPERIENCE IN EXECUTIVE TRAINING
- › DIVERSE, EXTENSIVE, PROFESSIONAL AND TEAMWORK ORIENTED

PARTNERSHIPS WITH HIGHLY RECOGNIZED INTERNATIONAL SCHOOLS

PRIVILEGED PARTNERS OF TOP SCHOOLS SUCH AS KELLOGG SCHOOL OF MANAGEMENT IN CHICAGO, THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY AND ESADE BUSINESS SCHOOL

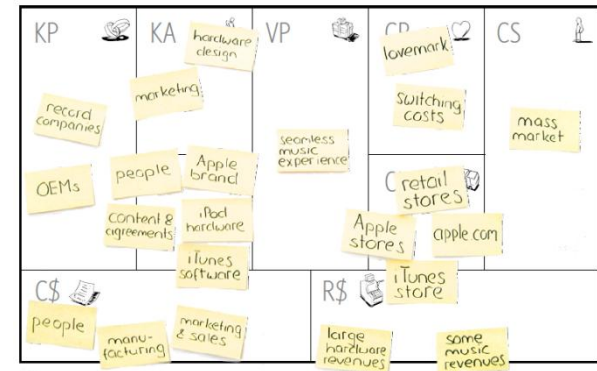
A TRAINING THAT WORKS

Unleash your **full potential**

ENTREPRENEUR IN A WEEK - From Dawn To Pitch (18 Hours)

OBJECTIVES

- An experiential learning opportunity showing how ideas/startups are built
- Demonstrate that the process from idea to plan is not as complex as one thinks
- Demonstrate that client validation and tests are mandatory before going ahead with the design/ building of the product/service
- Demonstrate that the lean startup methodology is a solid way to create businesses



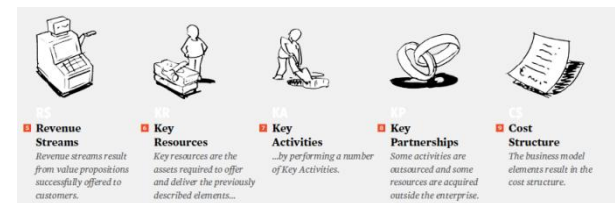
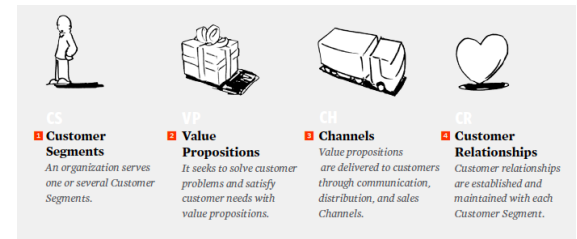
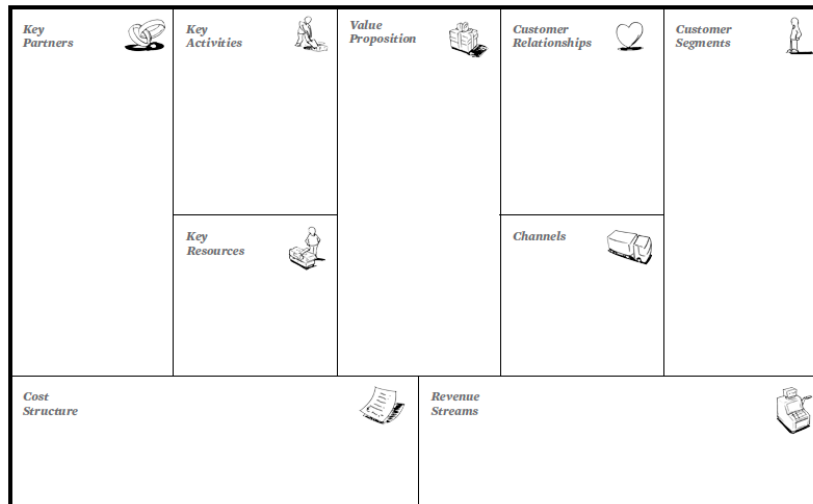
WE LOVE THIS GAME...AND THE RULES ARE

- Passion and demonstrated interest in discovering how an idea can turn into a real company
- Work between classes
- Have interest to talk to potential customers
- This class is like a startup... Chaos, uncertainty, conflicting , input, insufficient time, etc...

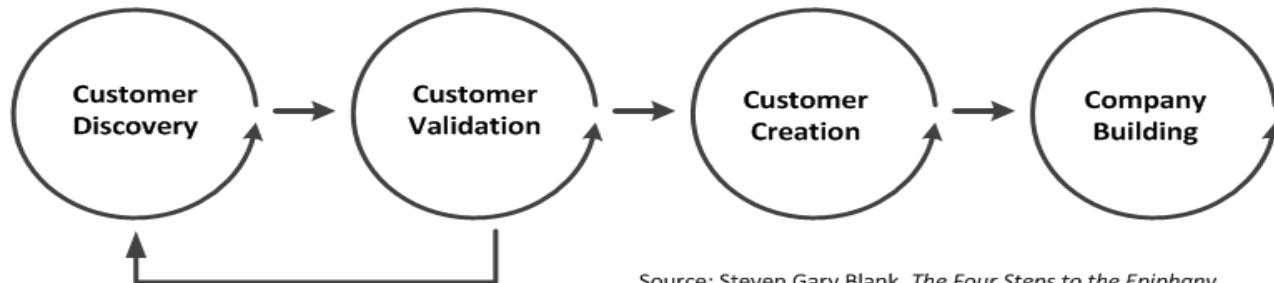


THE APPROACH BY BLANK AND OSTERWALDER

Alex Osterwalder



Steve Blank



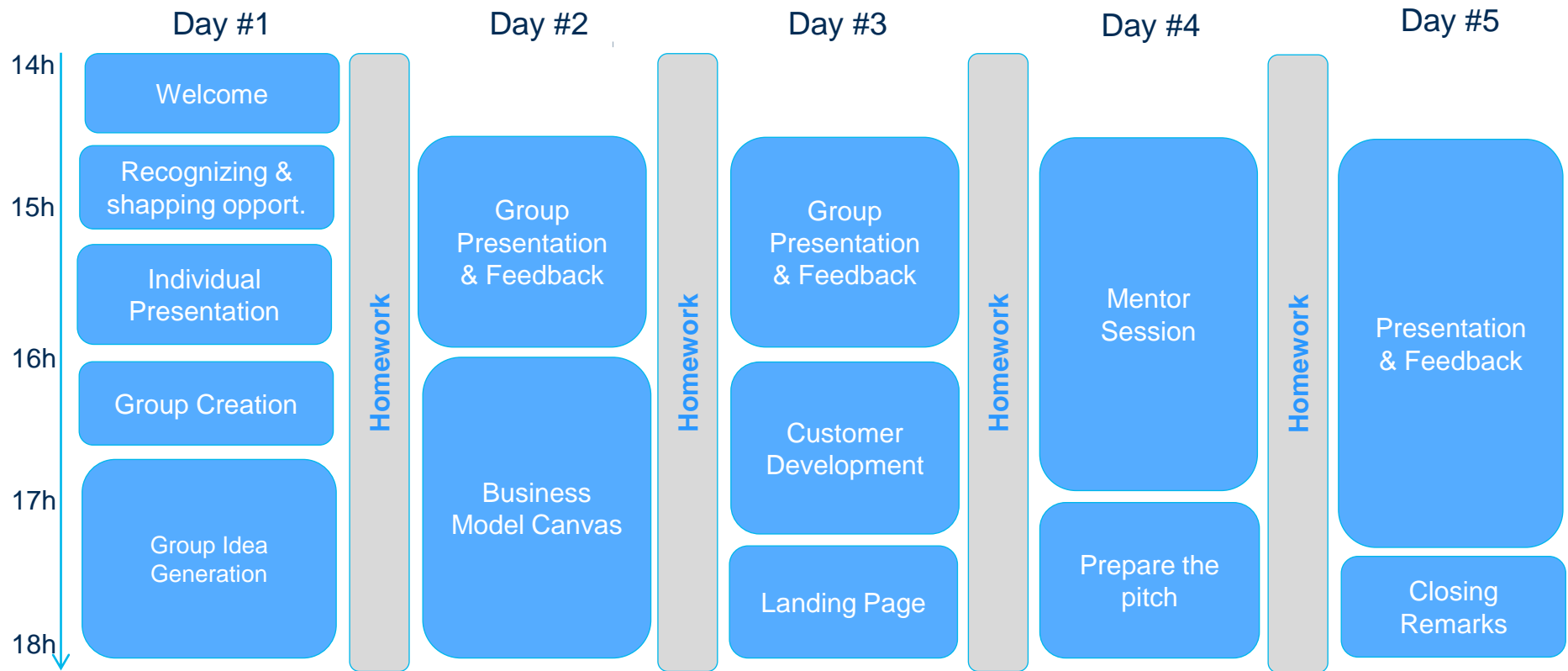
Source: Steven Gary Blank, *The Four Steps to the Epiphany*

LEAN STARTUP EXPLAINED IN 4.15



<https://youtu.be/2zKRkNpeAQ4>

AGENDA – 18 Hours



DAY #1

- Challenge presentation and rules of the game
- Rules of the game
- Recognizing and shaping opportunities
- Individual presentations with the objective to integrate a group
- Creation of the group based on the preferences, etc...
- Identification of the group idea that will be developed throughout this class
- Takeaways and next day assignment

DAY #2

- First group presentation to share the idea and receive feedback
- Business Model Canvas
 - What's a business model?
 - What are the 9 building blocks of the Business Model Canvas?
 - What experiments should you run to test Business Model hypotheses?
 - What it takes to go out and talk?
- Takeaways and next day assignment

DAY #3

- Second group presentation to share the first iteration of the Business Model Canvas
- Customer Development
 - What is your product/service and why do customers want it?
 - What are your assumptions?
 - How does your customer view competitive products/services?
 - Where's the market?
- Landing Page
- Takeaways and next day assignment

DAY #4

- Mentor Session
 - Group presentation for the mentors
 - Individual sessions with mentors (successful entrepreneurs, industry leaders, business angels, etc...)
 - Group presentation to share the key learnings of the day
- Tune your pitch
- Takeaways and next day assignment

PITCH AND WIN - DAY #5

- 10 min each team
- 5 min Q&A
- Coffee Break
- Top #3 announcement
 - The projects will be evaluated by a jury composed by venture capitalists and entrepreneurs
- Closing remarks

FINAL DELIVERABLES

- Pitch materials for 10 min (not restricted to slides)
- One/two pages document with an action plan for unresolved business model issues

RESOURCES

- Business Model Generation (Osterwalder & Pigneur)
- Toolkit with a number of ready-to-use tools
- Steve Blank website:<http://steveblank.com/tools-and-blogs-for-entrepreneurs/#startup-tools>

FACULTY



FRANCESCO CASTELHANO

Assistant Professor in CLSBE

Francesco Castellano's work explores the impact of experiential learning processes on the performance of buyouts. Francesco has a PhD in Management and a MSc in Management of Public Administration, both from Bocconi University (Milan, Italy). On behalf of Bocconi University, he coordinated projects for the Italian Ministry of Research and Education.

FACULTY



PIERRE GEIN

Executive Director of the Católica Lisbon Innovation Lab

Executive Manager of the TCE PhD, Católica-Lisbon Scholl of Management and Economics, Senior Consultant with hands-on experience in Europe and Africa. Experienced Project Manager in business consulting and implementation projects. Owner of Ricochet Incentive.

Soluções intraempresa



**CATÓLICA
LISBON**
BUSINESS & ECONOMICS

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A Única Business School em Portugal no ranking global da Formação de Executivos.
Acreditada pelas três instituições de referência mundial na avaliação das Escolas de Gestão.