

Il “senso di iniziativa e imprenditorialità” è una delle otto competenze chiave per l'apprendimento permanente promosso nell'Unione europea, quindi occorre che gli insegnanti siano pronti a presentarla ai loro studenti.

The "sense of initiative and entrepreneurship" is one of eight key competences for lifelong learning promoted in the European Union, it is therefore necessary that teachers are prepared to present it to their students.



<https://youtu.be/sDI8mwJ6qts>



I AM
YOUR
BOSS





Entrepreneurship is a skill

Senso di iniziativa e di imprenditorialità significa saper tradurre le idee in azione. In ciò rientrano la **creatività**, l'**innovazione** e l'**assunzione di rischi**, come anche la capacità di **pianificare** e di gestire progetti per raggiungere obiettivi. È una competenza che aiuta gli individui ad acquisire consapevolezza del contesto in cui lavorano e a poter cogliere le opportunità che si offrono.

Sense of initiative and entrepreneurship means being able to translate ideas into action. In It includes creativity, innovation and risk taking, as well as the ability to fi care plans and manage projects to achieve objectives. It is a skill that helps individuals to become aware of the context in which they work and to be able to seize the opportunities available.

Let's have a look at the essential skills needed by every successful entrepreneur and try to pin down what makes them great.



Sales Skills

Being able to sell is something that is key to every entrepreneur. Even those that tell you they're not natural sales people have the capability to sell or they wouldn't get to where they are. Sales in a business doesn't just take the obvious form of trying to push your wares, but means that it's necessary to sell yourself and your ideas if you're to succeed. It's this ability that allows entrepreneurs to attract the funding that they do, because they convince investors that they and their ideas are worth time and money.



Business Planning

To coin an old and rather tired cliché, if you fail to plan then you plan to fail and this particularly applies to business. Sound planning is vital to success as it allows you to build out on ideas (which often allows more to surface) and pick up any issues that might occur before they do.

Planning allows you to study the market, potential and existing competitors, how receptive the target audience may be to a product and much more.



<https://youtu.be/rpbcFTmCq7M>

RESILIENCE = ELASTICITA'

Being in business is not particular easy as anyone who runs one will tell you. There are many hurdles to overcome and even with an excellent business plan, things never go the way you think they will. Stress is a common factor for business owners and the entrepreneur with her lofty ambitions and plans to conquer is as susceptible (if not more) to it as anyone else running a business. This is especially true if there are employees on board who are looking to you to pay their salary at the end of the month. It's a big responsibility and one that has many an entrepreneur sweating whilst they wait for payments to come in. The ability to weather that stress and forge ahead is what separates entrepreneurs.



Excellent Communication

To be an effective entrepreneur it's vital that you hold fabulous communication skills. These are used across the board to boost the business in one way or another. The ability to communicate yours and your business' worth is vital, as is interacting with customers and suppliers to negotiate. Again, it's also important to be a good communicator if you have staff. They need clear direction and so if you're not articulating yourself well then there's a good chance it will affect workplace productivity. Social media is used widely by entrepreneurs these days too and the best of them know just how to adopt the right tone to get themselves noticed.



Risk Taking

Taking risks that may seem slightly mad to the rest of us is a sure sign of the entrepreneurial spirit. Whilst many of us would feel some trepidation at gaining the responsibility of a large sum of funding, for example, the entrepreneur jumps in and starts buzzing with ideas on how she can turn it into even more cash.



Multitasking

Entrepreneurs often have to be everything to a business, especially early on in their careers. This means that they will often have to take on a range of jobs which they may or may not already be skilled in. Entrepreneurs are flexible and ready and willing to learn new skills fast so that they don't get stuck at a certain point which then inhibits growth. From business planning to sales and negotiation and much more, there's always something new for them to master.



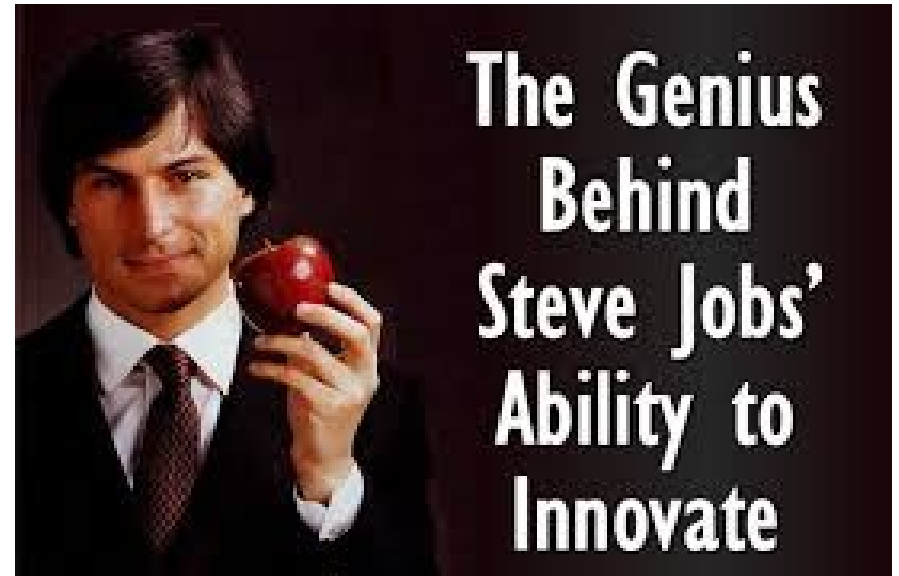
Decision Making

Nobody ever got anywhere in life by hesitating and the inability to make a decision. Entrepreneurs think quickly, it's in their nature and it's the source of great ideas and so this helps when it comes to making decisions. Sometimes, it might be a snap decision, others it may be difficult to make a hard decision, but they get it done. After all, he who hesitates loses, right?



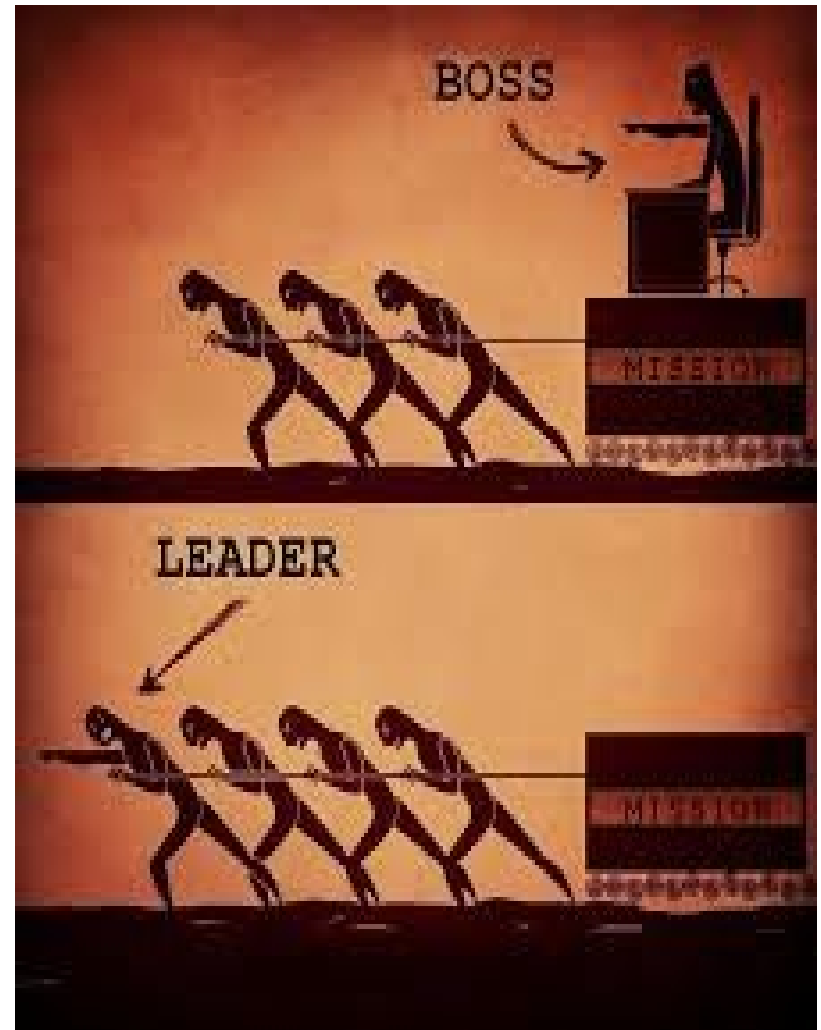
Ability to Innovate

A good entrepreneur is one who know all about the latest technologies, techniques and ideas and uses them to their advantage. The way that technology has raced ahead over the course of the last decade has meant that we've seen many more people become entrepreneurs. This is because they have seen the opportunity that technology has afforded them and just gone for it. For the successful entrepreneur, it's not all just about the ideas, but the ability to act on them, and that's what being innovative is all about.



Leadership

If you're going to take the world of business by storm, then you're inevitably going to have to lead at some point. Entrepreneurs should be good leaders, with the ability to communicate ideas and light a fire in the belly of those whom they're leading. It's about inspiring people to get the job done right and enjoy it whilst they're about it. Good leadership skills are not something that everyone possesses and this is another skill that sets a great entrepreneur apart from the rest.



Ambition

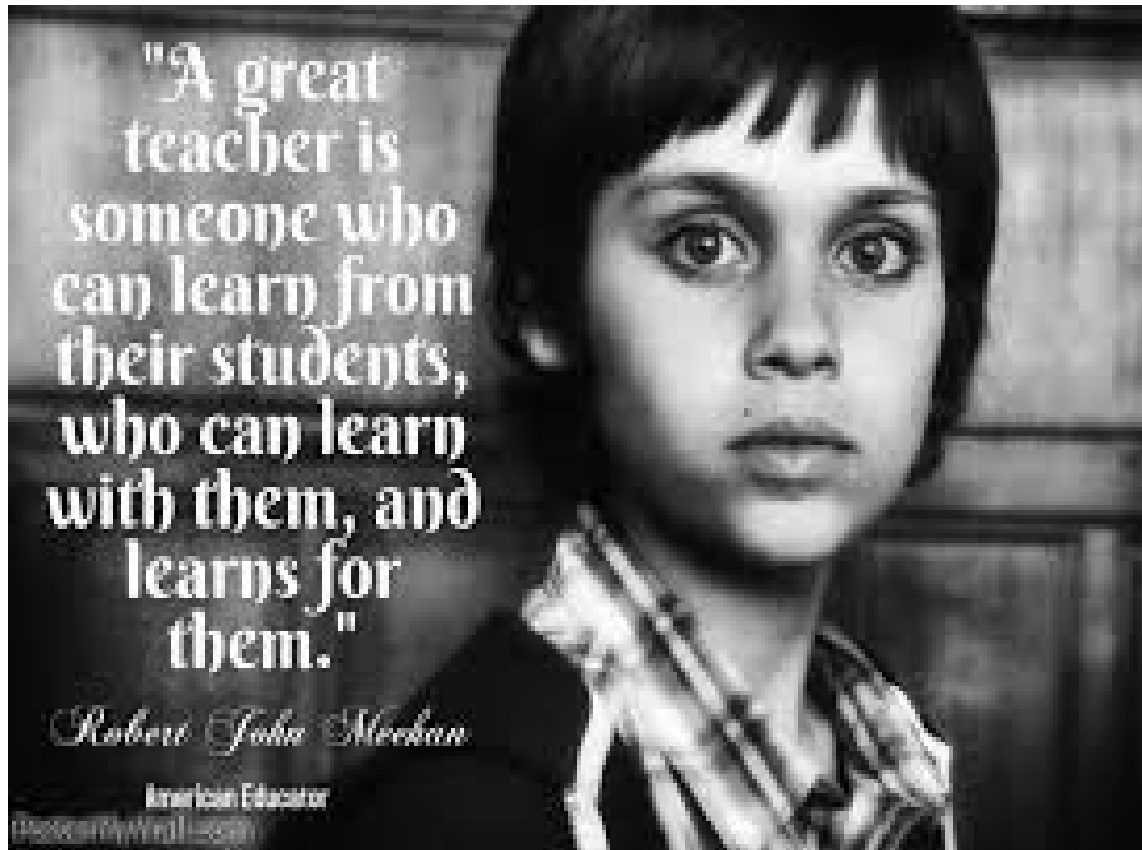
So maybe this one is a given but entrepreneurs do of course have to be wildly ambitious. They should have great ideas and the ability to take them to market in order to make a wildly successful business. They should have good nerve and not be scared off by finance, which is something that makes many a business person quiver. Ambition is the key driver behind every great entrepreneur, whether it's personal ambition or just the will to see an idea through to fruition. Without ambition, the entrepreneur would never see how much of an impact they and their business could make, and so they would never get as far as they do.



IF THESE ARE THE SKILLS
NEEDED TO BECOME
ENTREPRENEURS BUT NOT
LIMITED TO SKILLS THEY ARE
NEEDED IN EVERY MOMENT OF
YOUR LIFE AND WORK



HOW CAN WE, TEACHERS, HELPING YOUNG PEOPLE TO LEARN THEM?



TRY DOING AN EXPERIMENT ON OURSELVES

1. PERSONAL SWOT ANALYSIS (MY STRENGTHS AND WEAKNESSES)

2. I'M AN ENTREPRENEUR (TEST)

2. MY IDEA

3. CORE BUSINESS

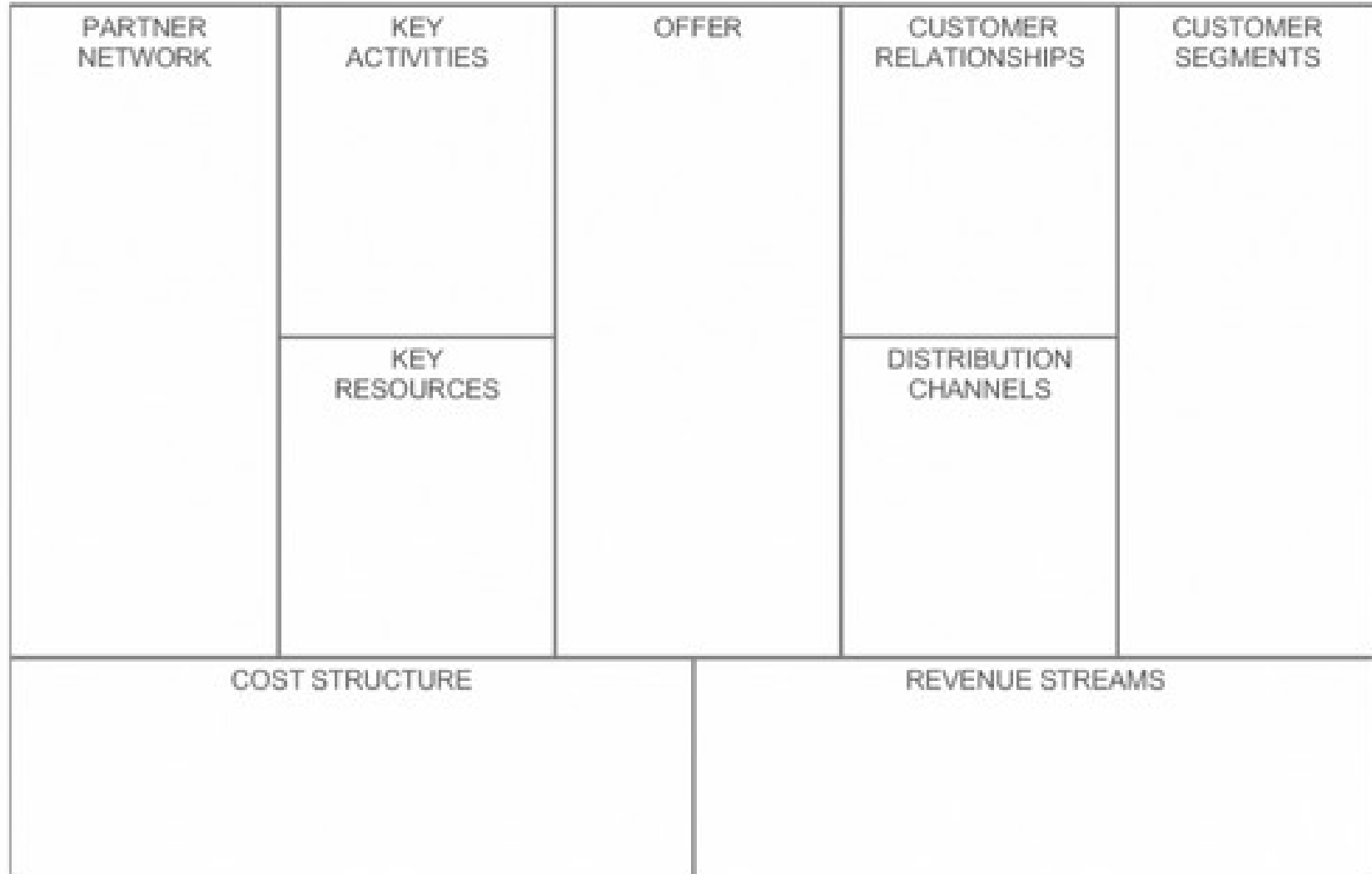
4. TARGET

5. MARKET ANALYSIS

6. VALUE CREATION

7. COST-BENEFIT

BUSINESS MODEL CANVAS



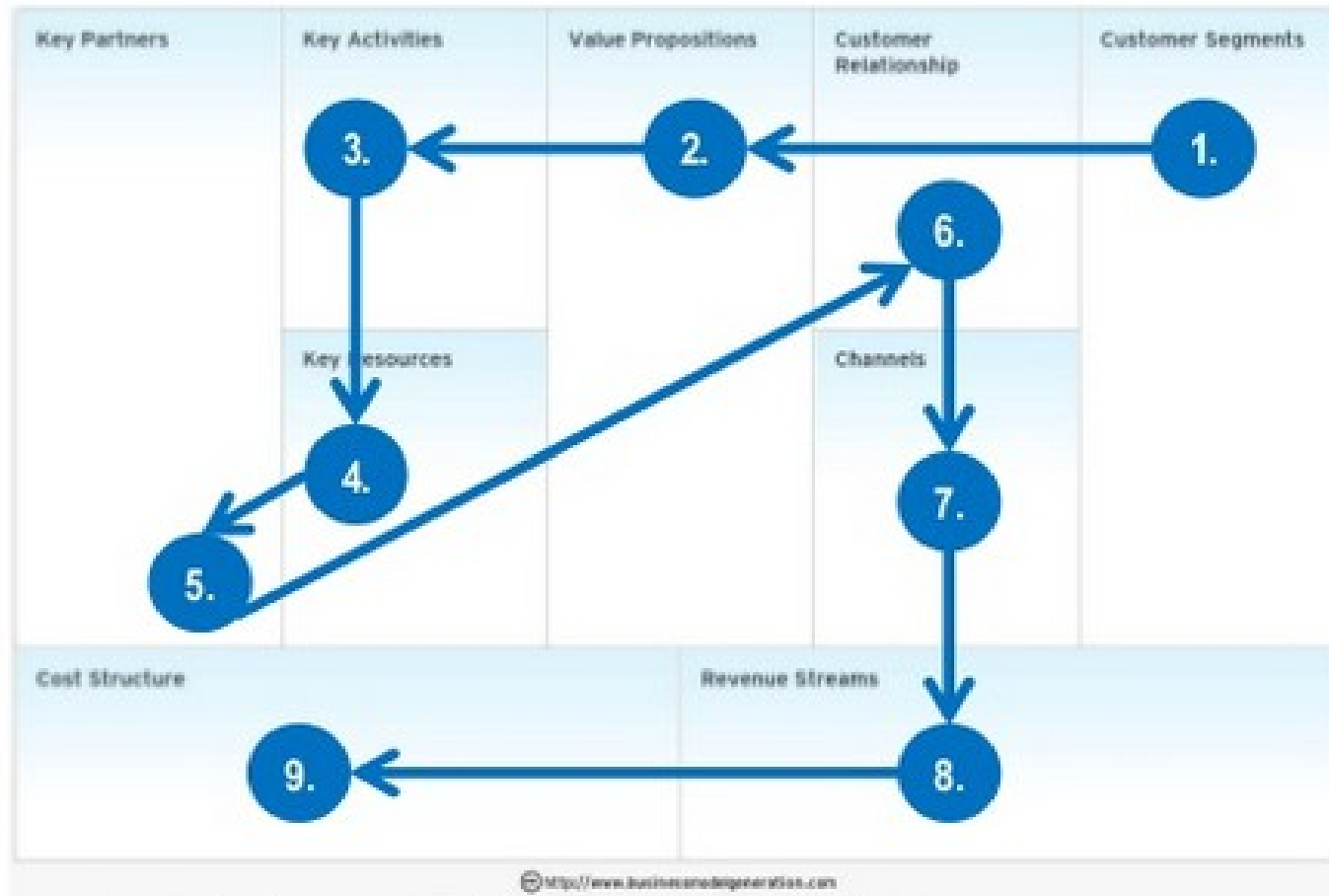
**BUSINESS PLAN
VS
BUSINESS MODEL CANVAS**

Methodology of the Analysis

- The structure of the analysis is based on so called Business Model Canvas and strategy as a visual model
- The Business Model Canvas is a strategic management template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's value proposition, infrastructure customers, and finances^[1].
- It assists firms in aligning their activities by illustrating potential trade-offs. The Business Model Canvas was initially proposed by Alexander Osterwalder^[2] based on his earlier work on Business Model Ontology.^[3]
- See more from Wikipedia Business Model Canvas.
- See creative commons license from <http://www.businessmodelgeneration.com>
- Used canvas is further modified, but include all building blocks as original.

Customer-driven approach to business modeling

Clip slide



1. Customers
2. Value Proposition
3. Activities
4. Resources
5. Partners
6. Customer Relationships
7. Channels
8. Revenue Streams
9. Cost Structure

File Modifica Visualizza Cronologia Segnalibri Strumenti Aiuto


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www.slideshare.net/JukkaAM/car-for-hire-business-case-uber?next_slideshow=1 LAVORO PER TE

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**“Car for hire”
Business model canvas
Case Uber**

Strategy Case Study

© Jukka Ala-Murto / Jukka Ala-Murto

Recommended

- iPad for Business
lynda.com PREMIUM VIDEO
- Setting Up Your Mobile Office to Work from Anywhere
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- Monday Productivity Pointers
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- Biz Model for Uber Technologies Inc.
Uber's Business Model
Jeffrey Funk Business Models
- UBER Strategy
HooJin Yoon

Mozilla Firefox sembra lento in fase di avvio Scopri come velocizzarlo Non avvisare nuovamente x

http://www.slideshare.net/JukkaAM/car-for-hire-business-case-uber?next_slideshow=1

Clip slide

Two-sided mass participation market

- **Uber is a platform which connects passengers to drivers of available “for hire” car services.**

Become a driver
(suppliers)



Signup for
Uber
(customers)

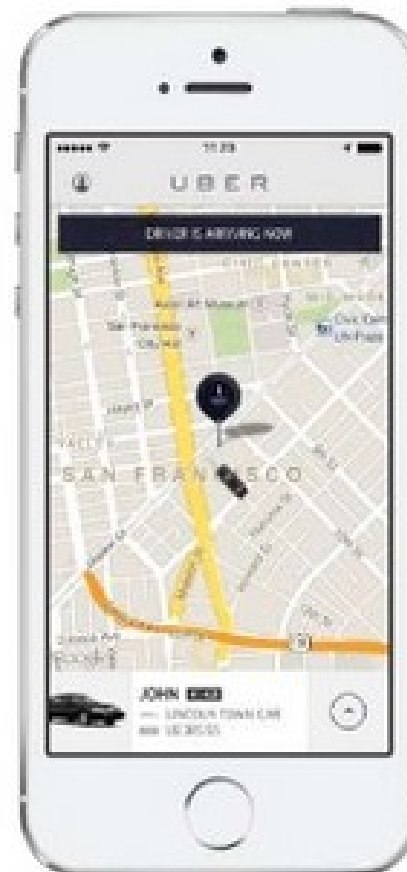
Location based electronic hail

- The mobile app sends an electronic hail for a car based on the person's location



Notifications

- Arriving driver
- Surge pricing alarms



Comfortable billing system

- All transactions are automatically billed to the passenger's on file credit card
- No transactions with driver
- Tip included in price



Value Proposition



Passenger

EVERYONE'S PRIVATE DRIVER

One tap to ride



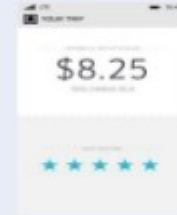
Reliable Pickup



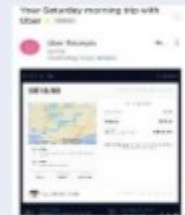
Status Sharing



Ride Feedback



Cashless



Driver

EVERYONE CAN BE A DRIVER

Flexibility to drive



Extra Income

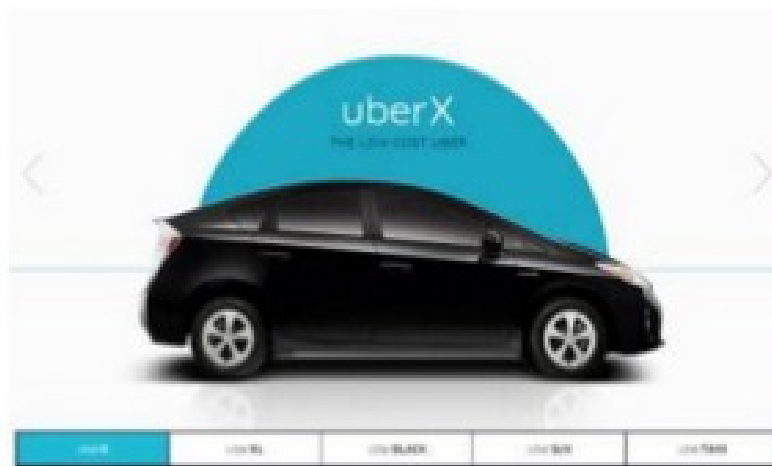


Drive with Assurance



Product quality

- Standardization of the service



Target customers

- **End users:**
 - Upper class
 - Business
 - Technology
 - Urban Middle-class
- **Suppliers:**
 - Drivers



Value proposition

- Value proposition for both sides:
- End users:
 - Secure, trustworthy and guaranteed ride with shorter waiting
- Drivers:
 - Busier and efficient days for drivers



Regulators part 1

- Problem:
 - “Because Uber was allegedly running and marketing itself as a cab service but without a permit, the company was threatened with fines, including \$5,000 for every transaction it made.”
- Solution:
 - “The next day, the startup dropped the word “cab” from its name. So far, that has appeased local regulators.”

Regulators part 2

- Problem:
 - Local “taxi” or “cab” business is regulated
- Solution:
 - the definition of limousine — “motor vehicle carrying passengers for hire in the District, designed to carry fewer than nine (9) passengers, excluding the driver, with three (3) or more doors, other than a taxicab, coach, or wheelchair accessible van, and not permitted to accept street hails from prospective passengers in the street.”

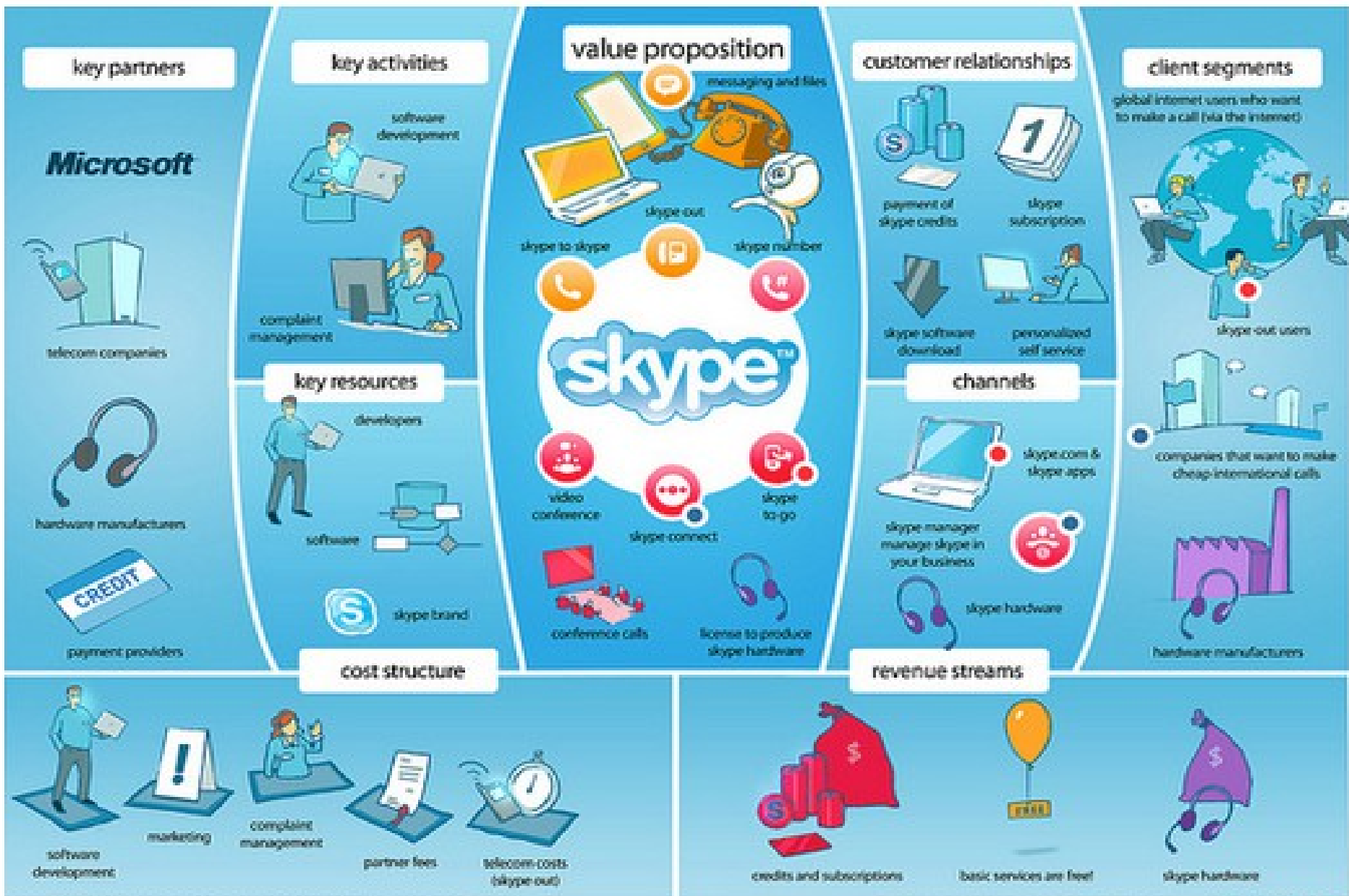
Regulators part 3

- Problem:
 - Qualifications of employed drivers
- Solution:
 - “Uber does not employ cars and drivers; it operates a system that connects riders via smartphone with limousine companies that have contracts with Uber but are otherwise independent businesses. Those companies and their drivers, he said, are required by contract to have all the requisite licenses, registrations and insurance limo drivers are required to have.”

Key Problems

- **Security and trust are challenges in general during usage of the service**
- **Pricing have been the problem and also it is also for Uber**
- **Waiting especially when in hurry.**
- **Transportation industry is heavily regulated**





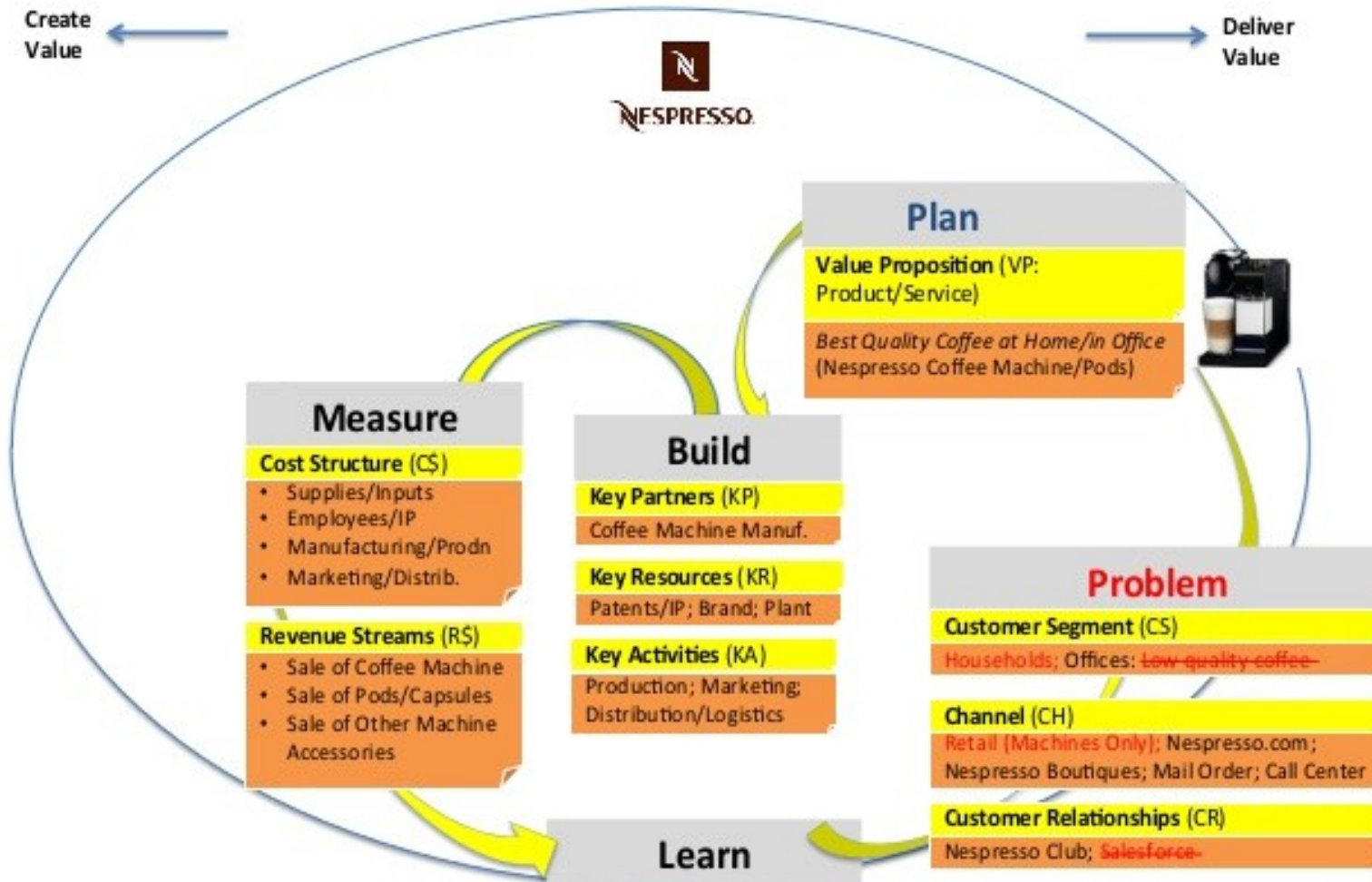


<https://www.youtube.com/watch?v=CN0cBZwNtWs>

Talking about business models examples I believe Nespresso is one of the most popular case studies. But why do we always use Nespresso as an example? Nespresso is sexy. Nespresso is hot. Nespresso is easy to understand. And people love to talk about it.

Business Model Brain for Nespresso

How Nespresso Continuously Solves its Marketing & Sales (MS) Problem



I often use Nespresso in our training courses and client strategy workshops. But what is so special about the Nespresso model? I think that people do not realize that it took Nespresso 30 years to get where it is now. Their patent was registered in 1976 and it was launched internationally in 1991. George Cloony – very strong connected to the brand – was hired in 2006. For me there are on a high level 2 elements of the business model that are remarkable.



NESPRESSO®

1. Nespresso uses different channels to distribute to their clients. Except for the easiest channel: the supermarket. Where nowadays we see supermarkets are becoming more powerful than the production companies such as Unilever and Proctor & Gamble, Nespresso is able to pass the supermarket channel.



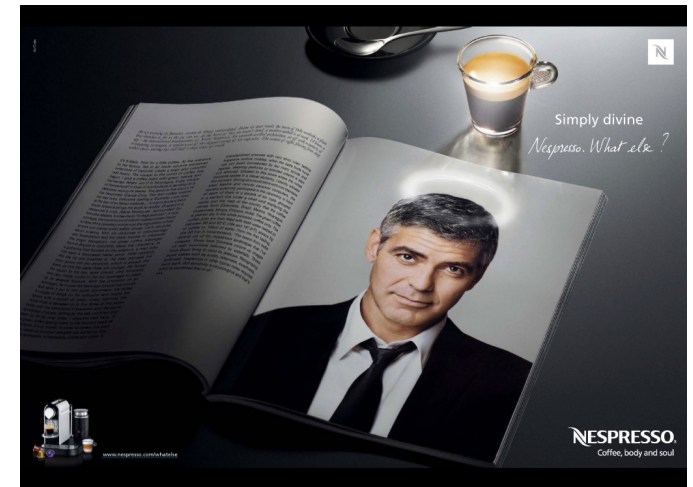
La svolta

Nel 1988 Nestlè nomina Jean Paul Gaillard Amministratore Delegato di Nespresso, il quale stravolge completamente il modello di business dell'azienda con due modifiche drastiche:

1°: Nespresso sposta la sua attenzione dagli uffici alle famiglie ad alto reddito e comincia a vendere direttamente per posta le capsule di caffè.

Una strategia di questo tipo era stata finora assolutamente impensabile per Nestlè che, tradizionalmente, si rivolgeva al mercato di massa attraverso canali distributivi al dettaglio. Questo nuovo modello si dimostra invece vincente, e negli ultimi dieci anni Nespresso dichiara un tasso di crescita annuale superiore al 35%.

2°: in seguito comincia a vendere online e a creare dei negozi al dettaglio di alto livello (le "boutique" Nespresso) in location di pregio, come gli Champs-Élysées a Parigi, oltre a creare punti vendita all'interno dei grandi magazzini di fascia alta.



Bienvenue au Club Nespresso

Mêlez l'art de la dégustation à celui de la présentation en profitant de votre offre de bienvenue. Pour l'achat de l'Assortiment 250 capsules, le Cube et un lot de tasse Glass vous sont proposés pour 1€ de plus.

Initiez-vous aux Grands Crus Nespresso avec élégance.

Commander

BENEFICIAIRE AU CLUB NESPRESSO

Le Club Nespresso a été créé pour mes proposer une large palette de services et vous offrir des moments uniques de dégustation de nos Grands Crus.

Voici vos avantages sur Nespresso.com

- Commande facile et rapide
- Offres exclusives
- Newsletters
- Assistance technique
- Suivi et historique de commande
- Avant-premières
- Spécialités Café à votre écoute
- Livraison gratuite des 250 capsules





2. Nespresso knows everything about his clients. . They connect you through their Nespresso club and they make it work.

AND NOW A LITTLE OF CINEMA

Memento (regia: Christopher Nolan) Il protagonista di questo film non ha più memoria a breve termine: quindi anche nel bel mezzo di una conversazione, può smarrirsi all'improvviso. Per questo si tatua addosso alcuni punti fermi, da tenere a mente per affrontare la giornata e arrivare a compiere la sua missione

The Social Network (regia: David Fincher)

Joy (regia: David O. Russell): **INVENZIONE DEL MOCIO**

The Aviator (regia: Martin Scorsese)

Mister Hula Hoop (regia: Joel Coen)

Steve Jobs. Scritto da Aaron Sorkin e diretto da Danny Boyle,

COCO AVANT CHANEL (2009)

FLASH OF GENIUS (2008)

Il film è basato sulla vera storia di Robert Kearns, 'inventore del tergicristalli elettrico.



LA RICERCA DELLA FELICITÀ (2006)

STARTUP.COM (2001)

Il mondo delle start up è al centro anche del documentario sulla breve storia del sito govWorks.com, creato dai due amici Kaleil Isaza Tuzman e Tom Herman

PIRATI DELLA SILICON VALLEY (1999)

Siamo all'inizio del mondo come lo conosciamo oggi. Il film, tratto dal libro "Com'era verde Silicon Valley" di Paul Freiberger e Michael Swaine, racconta le vite di due giovani destinati a fare la storia: Steve Jobs e Bill Gates.

JERRY MAGUIRE (1996)

BABY BOOM (1987)

Uno tra i primi film che affrontano il tema del work-life balance è Baby Boom, di Charles Shyer, interpretato da Diane Keaton



what experiences we can do at school?



APPRENTICE

One class, divided into 2 groups, receives up to 4 different tasks from local businesses over the period of a school year and must present their solutions to a panel of employer representatives. The winning suggestion will be put into practice by the company. Tasks may focus on generating ideas or may include creating a product or service; for example: planning a golf competition or a business gift; planning and marketing a Christmas calendar for a local association; dressing a shop window.



Autumn Market

A project developed by a Finnish school which caters for students aged 6 to 16 years old. The school runs a regular Autumn Market for the local community, often on a Saturday as this is a good day for most families. It consists of different market stalls run competitively by groups of older students and has become a well-established and popular event in the local area.



Be Entrepreneurial



Be Entrepreneurial challenges students, through interactive classroom activities, to start their own entrepreneurial venture while still in high school. The program provides useful, practical content to assist teens in the transition from being students to productive, contributing members of society.



Business Plan

Students have to produce a business plan to show how much they know and understand about running an enterprise.

<http://www.slideshare.net/JukkaAM/entertainment-company-business-model-canvas-case-rovio-entertainment>

<http://www.tesguide.eu/>

