

F3

Vysoká škola
ekonomická v Praze
Fakulta podnikohospodářská

fph.vse.cz

Gathering resources for Business



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání

MŠMT
MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY

Gathering resources

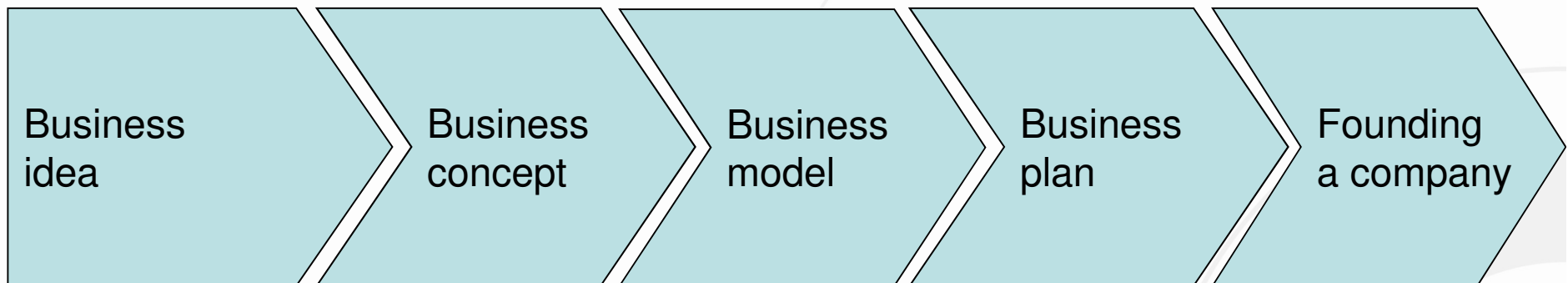
Key Resources: What unique strategic assets must the business have to compete?

What is a start-up?

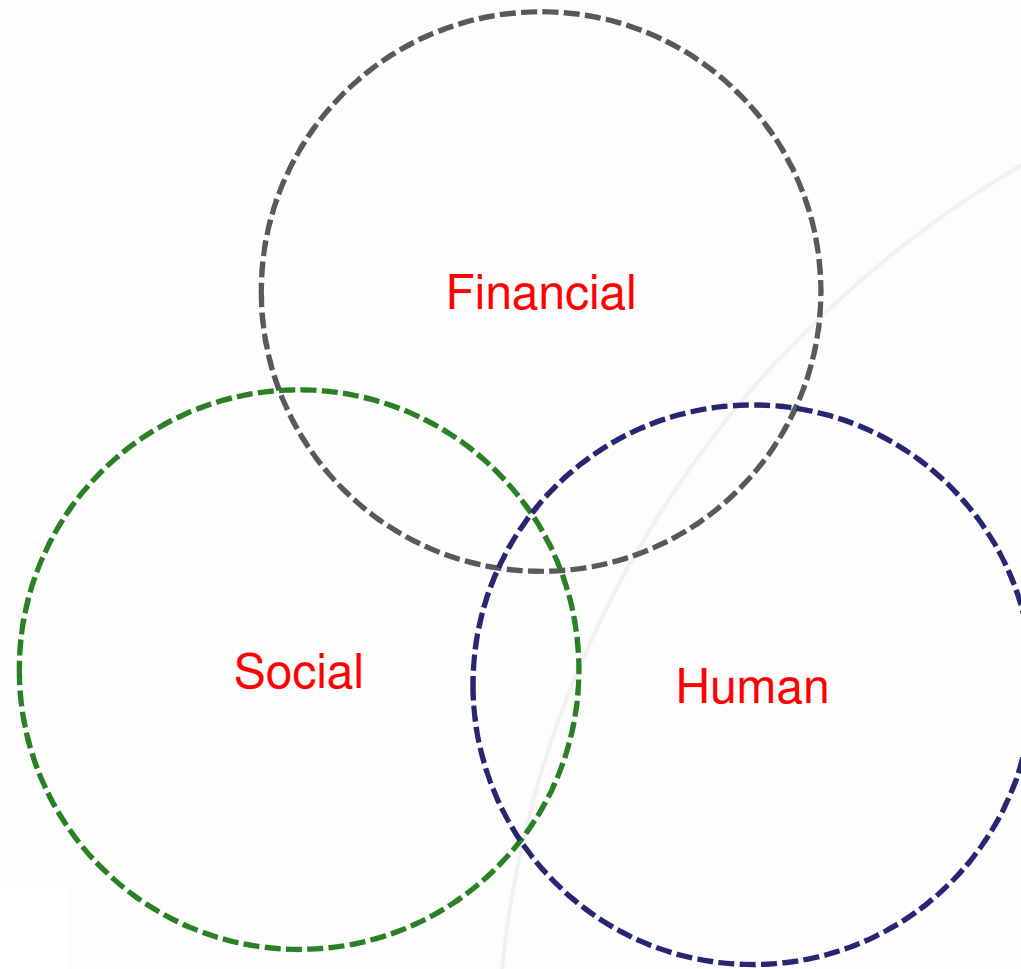
- Business project in its initial stage
- **We expect:**
 - Low initial costs
 - High Return on Investment (**ROI**)
- Typical start-ups are in IT industry and technology

Very common problem

- I have a business idea
- I know my target market and possible outcome
- I have created a business plan
- ***I do not have enough capital to start***

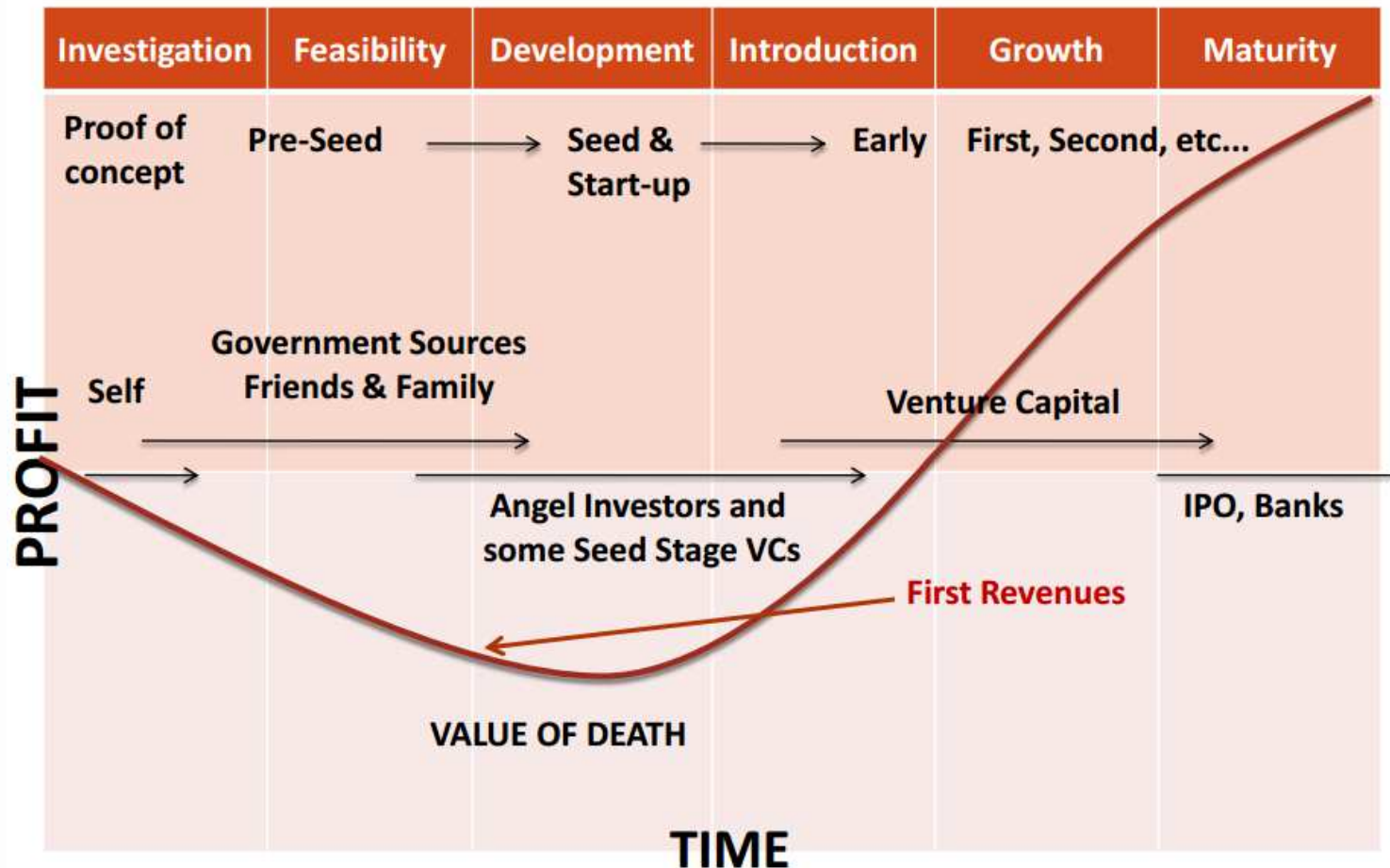


Three types of entrepreneurial capital

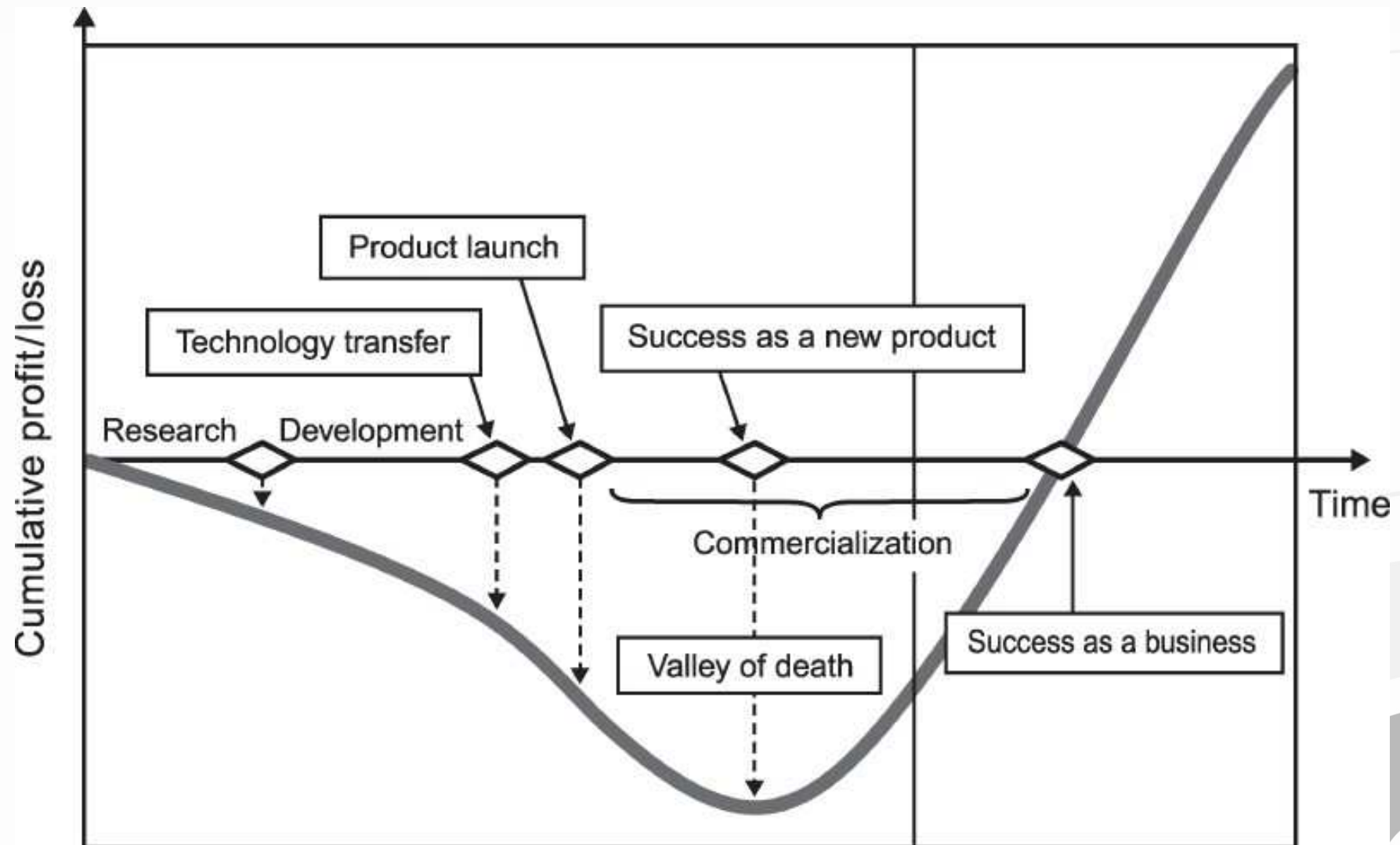


Life-cycle of a start-up

The Capital Lifecycle



Life-cycle of a start-up



How to fund a start-up?

- Our own money
- Loan
 - From a bank, leasing
 - Family, friends
- Business partner
- Investor
 - Venture capitalist
 - Business angel
- Cooperation with existing company

How to fund a start-up?

- 3 F = Family, Fools & Friends



Competitions

- Competition for students
- ***Napadroku.cz***
 - e.g. *Bezrealitky.cz*



Crowdfunding

- Get financial resources via people who are already interested in your product
- *Good way to test the market*
- *You get money first, then manufacture the actual products*

KICKSTARTER



FUNDANYTHING
Money For Your Dreams

xPORT VŠE

- Incubator and accelerator
- Covers all three resources needed for starting a company
- You can get finances, place to work, mentors and possibly co-workers
- xport.vse.cz

Other possibilities

<http://www.startupyard.cz/>

<http://www.node5.cz>



Dragon's den

- Original version was Money Tiger
- **2001 – 2004**
- ***Czech version was named „Den D“ (The D-day)***
- ***British version was Dragon's Den***



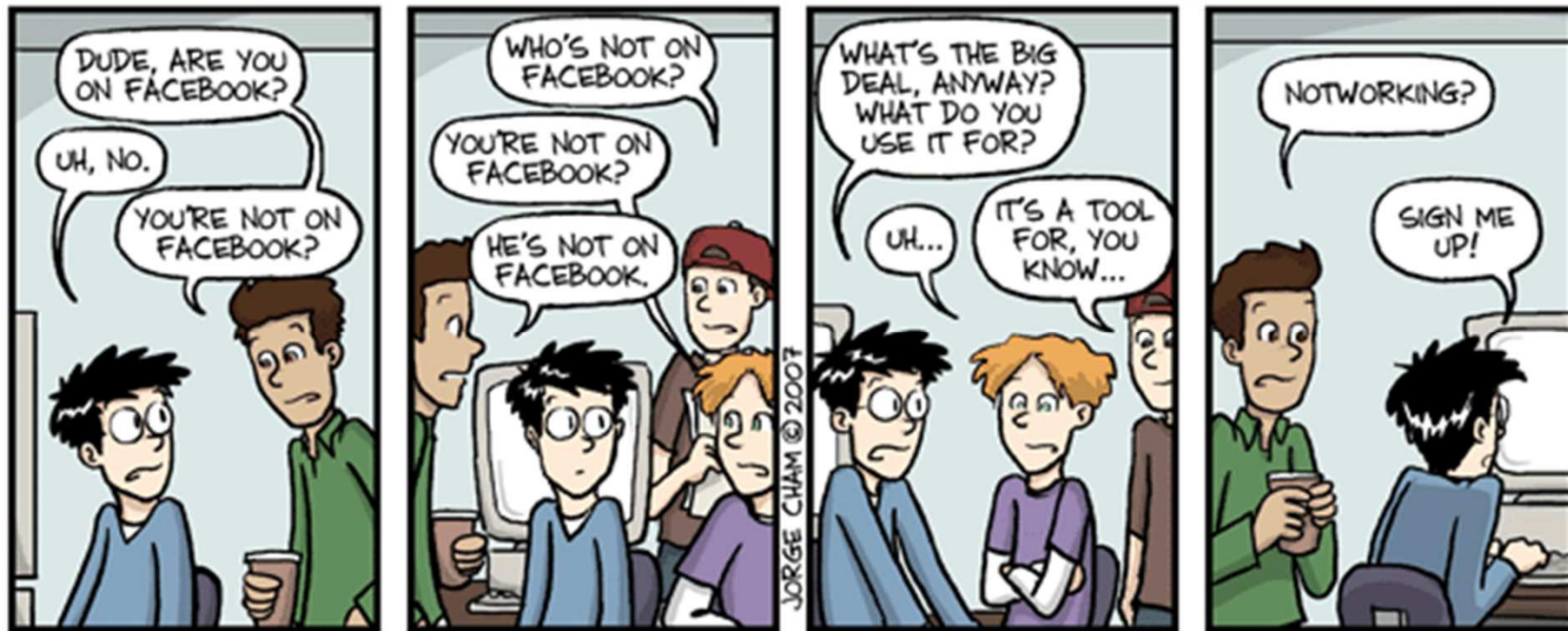
How to do an „elevator pitch“

- What is the problem our business **helps** to solve?
 - How big is our **market**?
 - Who are our **customers**?
- How do we **solve** the problem?
- Why should customers **choose us**?

- You should know who will be your **audience**
- What is **their background**
- What do they like?
- Will it be rather **formal or informal** meeting?

- Storytelling** is very effective

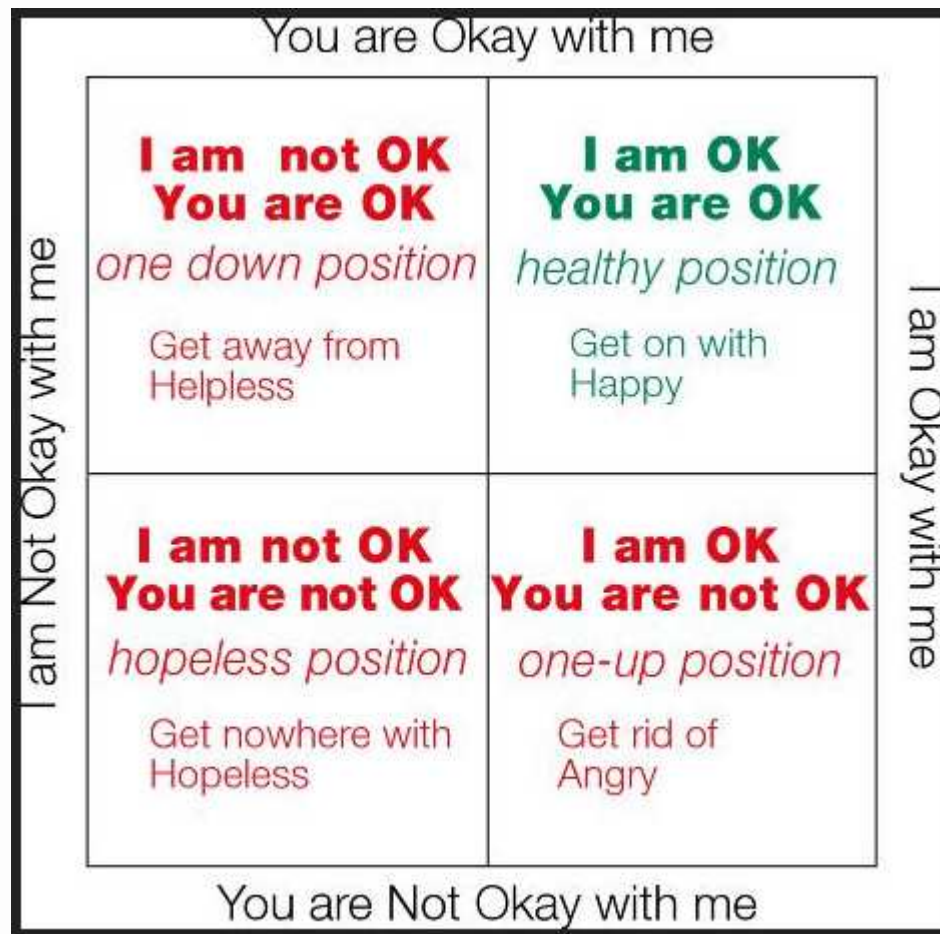
Networking



Networking

- Building a **network** is crucial for an entrepreneur
- Be **genuinly interested** in other people and what they do
- Networking only for purpose of having personal **gain** is **not effective**
- You can gain friends in your industry, investors, colleagues, co-workers or business partners

Networking



Ways to network

- Attend conferences
- Join LinkedIn
- Find experienced people and invite them for a lunch



Other possibilities to get support

Get inspired by others entrepreneurs

- Opinions
 - Experience
 - Advices
 - Market insights
-
- TED talks***
 - YouTube***

Get inspired by others entrepreneurs

- E-myth – Michael Gerber
- The Millionaire Fastlane – MJ DeMarco
- The Personal MBA – Josh Kaufman
- Think and Grow Rich – Napoleon Hill
- Choose Yourself (edition) – James Altucher
- Rich Dad, Poor Dad – Robert Kiyosaki
- \$100 Start-up – Chris Guillebeau

Q & A

