
VENTURE LAB

AREA: ENTREPRENEURSHIP

COURSE Nr: 22

NO. OF SESSIONS: 15

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PROFESSOR: **PAZ AMBROSY**

PROFESSOR: **RODRIGO FUENTES**

PROFESSOR: **PAULA ALMANSA**

PROFESSOR: **ALVARO SANCHO GONZÁLEZ-MESONES**

- ❑ Phd candidate in Business Management, Complutense University. Madrid
 - ❑ International MBA IE Business School.
 - ❑ Bachelor in Economics, Alcalá de Henares University; Madrid.
 - ❑ Associate Director Entrepreneurship Department IE BS
 - ❑ Director Venture Lab IE BS
 - ❑ Founder of six companies.

PROFESSOR: **PAZ AMBROSY**

- ❑ MBA, IE Business School.
- ❑ Bachelor of Laws, Universidad Autónoma de Madrid.
 - ❑ Private Equity Advisor.
- ❑ Investors Relations Manager from Nmas1 Electra Capital
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PROFESSOR: **RODRIGO FUENTES**

- ❑ Bachelor in Law, Deusto University.
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PROFESSOR: **PAULA ALMANSA**

- ❑ MBA, Wharton School of Business
- ❑ Phd candidate in Business Finances, Autónoma University, Madrid
- ❑ Bachelor in Business (ICADE E-2), Law (UNED) and Psychology (UNED)
 - ❑ Vice-President M&A; Calyon
- ❑ Angel investor and founder of HUB Madrid, social entrepreneurs

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OBJECTIVES

Students who have decided to draw up their own Business Plan, following the Venture Lab, will find this course offers very practical workshops, familiarizing them with certain aspects involved in setting up a new project. The main aims are as follows:

- To strengthen and consolidate theoretical business process patterns when drawing up a business plan.
- To strengthen the Financial Plan, a critical aspect of any project that is to be put into practice.
- To strengthen the way in which the Financial Plan is transmitted / sold.
- To strengthen the communication and sale of the Business Plan as a whole.
- A good business plan that is not staged well cannot achieve its objectives. The way in which the entrepreneur structures and gives a presentation is critical.
- To create awareness of the social responsibility involved in being an entrepreneur and to give certain patterns for good practices in this area.
- To summarise the most relevant legal aspects involved in setting up a new company.

METHODOLOGY

During the first session, a detailed explanation will be given of the methodology to be followed during the programme. This will include lectures, role playing, “Elevator pitch” and entrepreneur experience. The aim will be to complement and add value to the experience gained and steps taken when drawing up a business plan.

PROGRAM

SESSION 1 (Prof. A. Sancho)

Introduction: Venture Lab Business Plan

General information to students and assignation of tutors

Introduction to the “Elevator Pitch” exercise.

SESSIONS 2 & 3 (Entrepreneurial Management profesors)

Elevator Pitch: 10 minutes for selling your project

Objective: Concept and Business Model

SESSIONS 4, 5 & 6 (Prof. Paz Ambrosy)

Consolidation of the Financial Plan

Keys to drawing up a brilliant financial plan and selling it to third parties. Investors, partners, banks, institutions.

How much is your project / company worth? Valuation of start-ups.

Role playing activity on a financial plan.

SESSIONS 7, 8 & 9 (Prof. Paula Almansa)

Creating value as an entrepreneur

The importance of the entrepreneur’s social responsibility

Including social responsibility practices in the business plan.

Basic trend markers – economic, environmental and social.

Social balance.

The financial, social and environmental check-list sector by sector

Reviewing your social positioning

SESSIONS 10, 11 & 12 (Prof. Paz Ambrosy)

Elevator Pitch: The Financial Plan

Now it’s your turn

SESSION 13 (Prof. Rodrigo Fuentes)

Legal aspects to be taken into account when setting up a company

N.T.: Incorporation process and legal forms (PL17-169)

SESSION 14 (Prof. Alvaro Sancho)

Business Plan oral presentation.

Techniques and advice for a good presentation.

N.T.: Key occasion: presentation of the Business Plan (GE2-103)

SESSION 15 (Prof. Alvaro Sancho)

Close of the course and recapitulation

Orientation for the final presentation.

BP hand out.