INNOVATION DRIVEN STARTUP MODEL

OCTOBER - 2021

startUP SUMMIT 2021

Mauricio Morillo Wellenius

2019


GUÍA PARA EMPRENDEDORES
EMPRENDE
ya
REALIDAD AUMENTADA
MAURICIO
MORILLO WELLENIUS
Con la colaboración de:
aei
Alianza para el emprendimiento e innovación

2020



www.emprendeya.com

Blended Learning & Conferences

+5000

Entrepreneurs & Students Trained

2021

PROBLEM

- Many Startups
- Too much failure

SOLUTION

- Develope a lean model for Startups

CAUSE

- Lack of Entrepreneurship knowhow
- Universities do not graduate entrepreneurs

Phd Universidad de Girona
2021 - 2024

State of the art in entrepreneurship

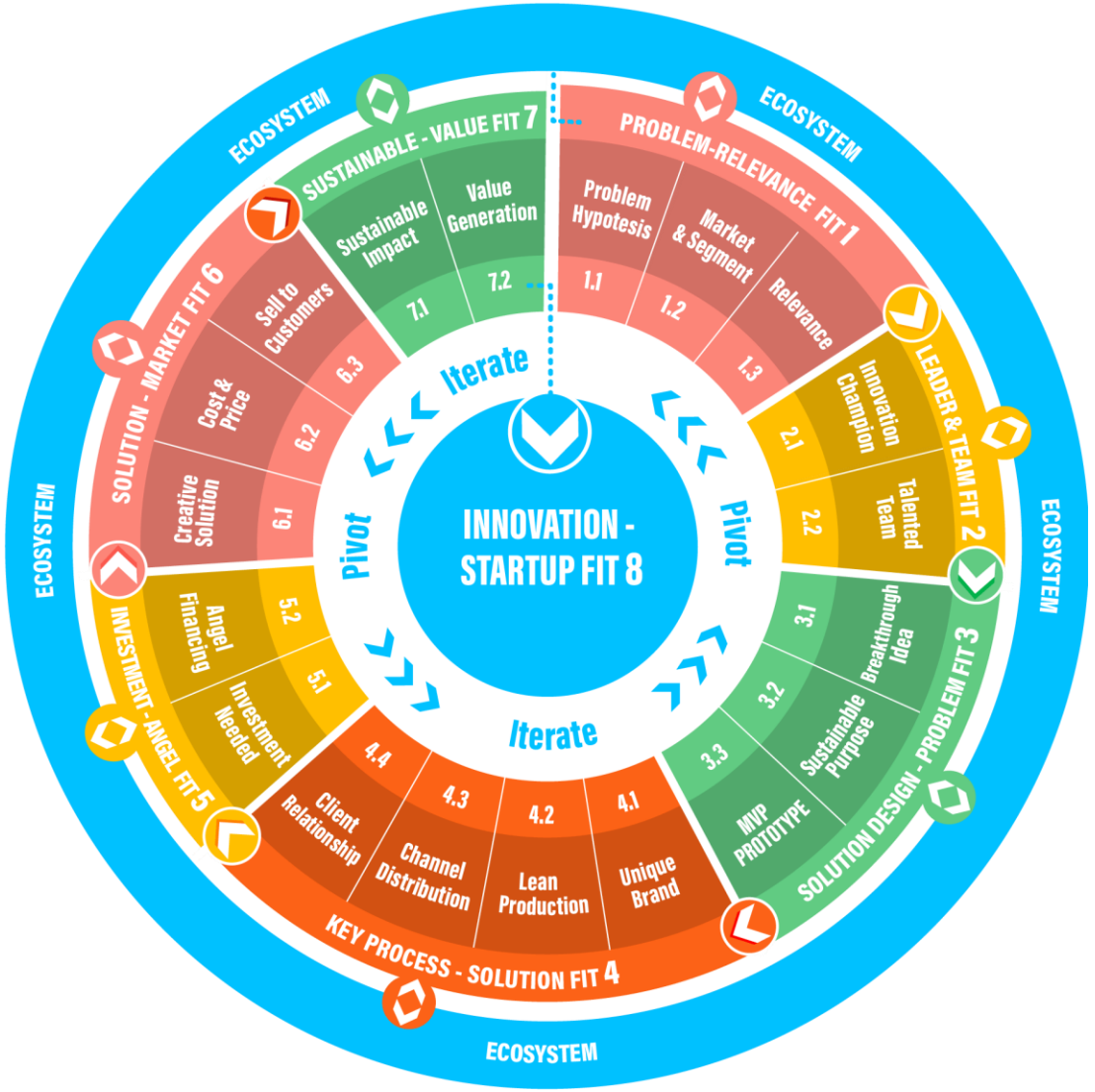
Blue ocean strategy
Business nobel canvas
Business models in ecosystems
Business model innovation process
Circular business model innovation
Customer development
Design thinking
Exponential organizations
Lean Canvas
Lean Startup
Lean Startup approaches
Outcome based model
Platform business model
The innovation value chain

AN UPDATED NEW MODEL IS NEEDED

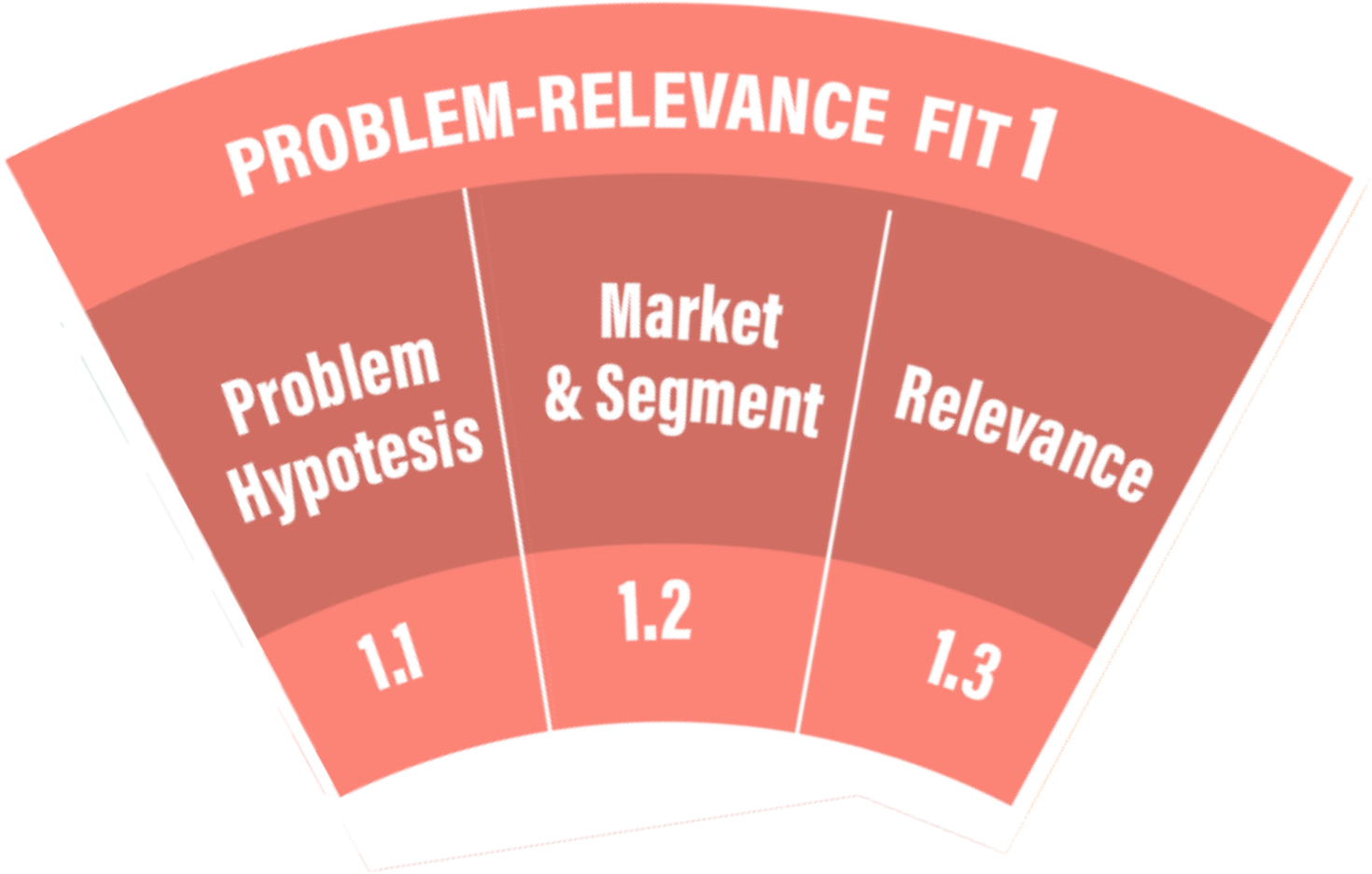
Key for Entrepreneurship

INNOVATION

INNOVATION DRIVEN STARTUP MODEL



8 FITS TO ACHIEVE INNOVATION

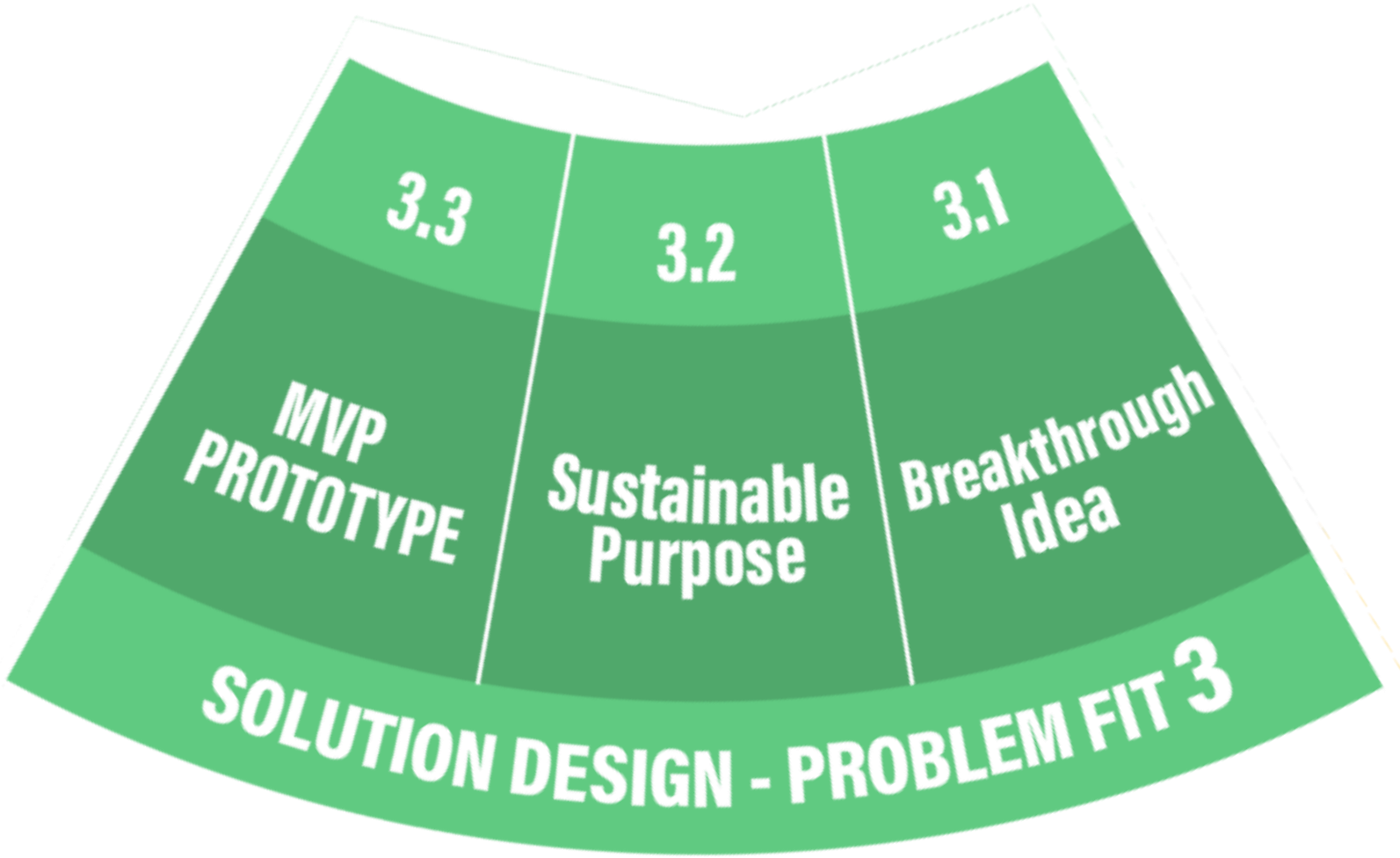


COMPONENT UNIQUENESS 9%
FIT UNIQUENESS 100%



COMPONENT UNIQUENESS 57%

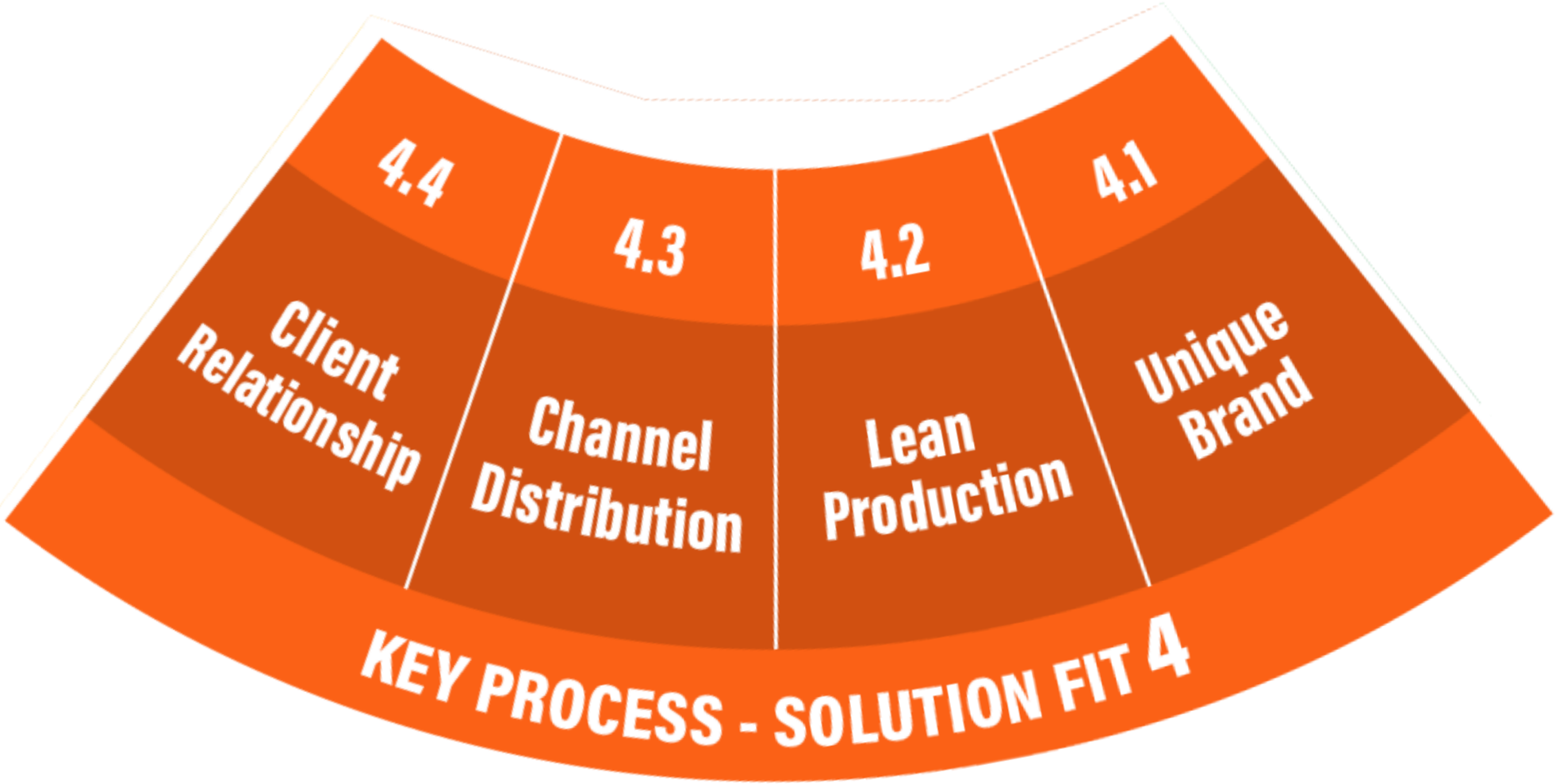
FIT UNIQUENESS 93%



COMPONENT UNIQUENESS 36%

FIT UNIQUENESS 21%

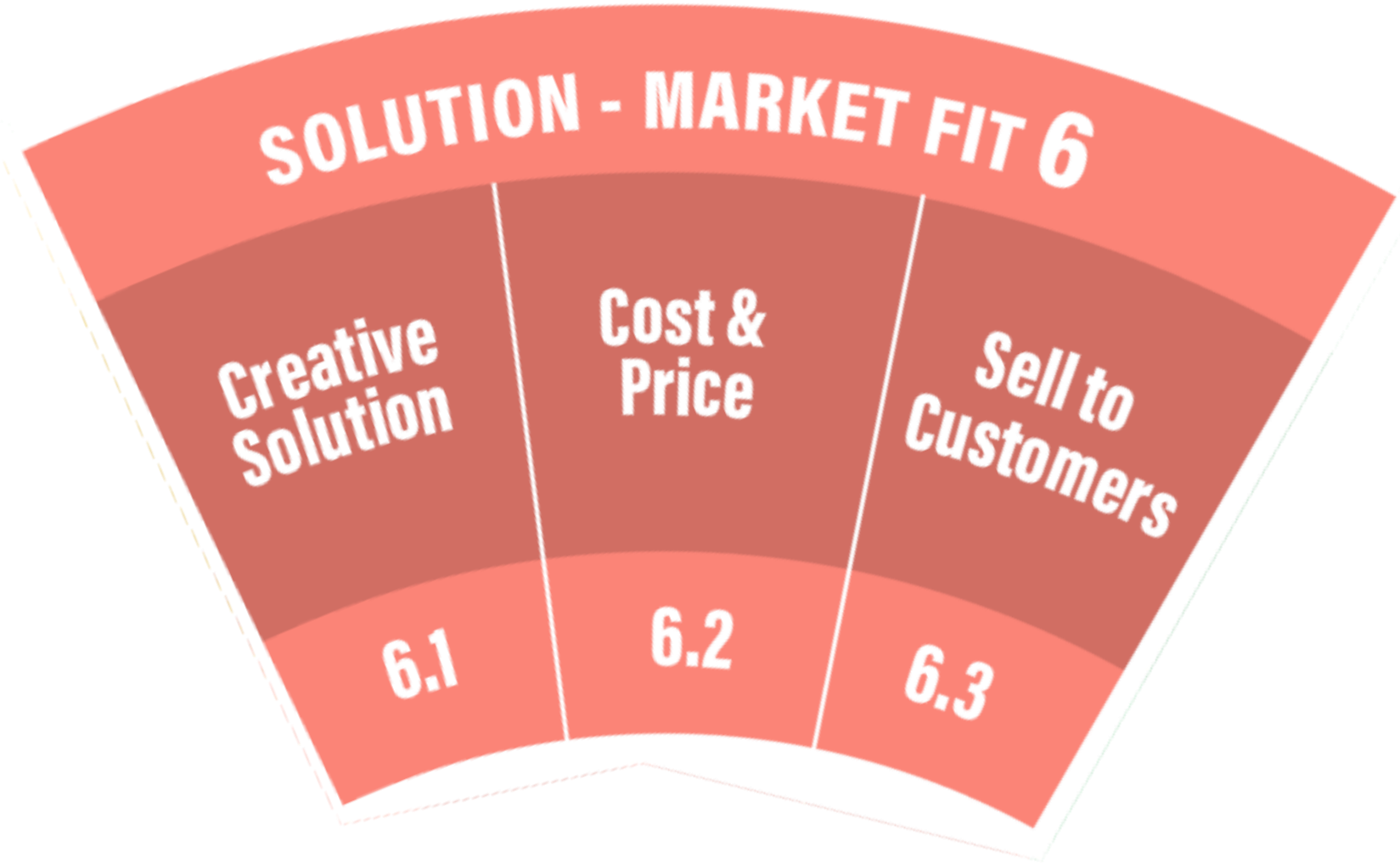
PROBLEM-RELEVANCE FIT 1
Problem Hypotesis
1.1
Market & Segment
1.2
Relevance
1.3
LEADER & TEAM FIT 2
Innovation Champion
2.1
Talented Team
2.2
SOLUTION DESIGN - PROBLEM FIT 3
Breakthrough Idea
3.1
Sustainable Purpose
3.2
MVP PROTOTYPE
3.3
Pivot
Iterate



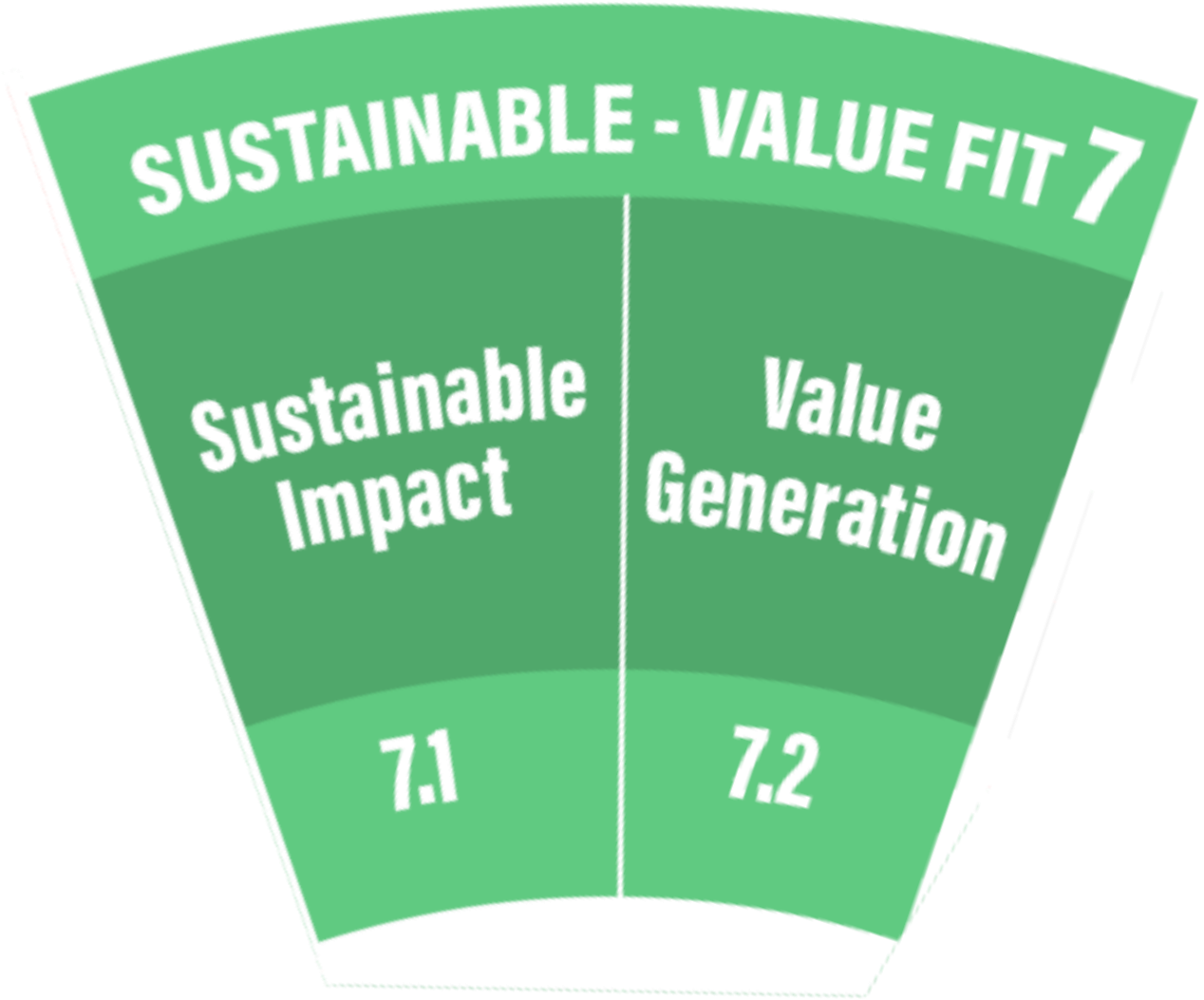
COMPONENT UNIQUENESS 68%
FIT UNIQUENESS 93%



COMPONENT UNIQUENESS 86%
FIT UNIQUENESS 100%

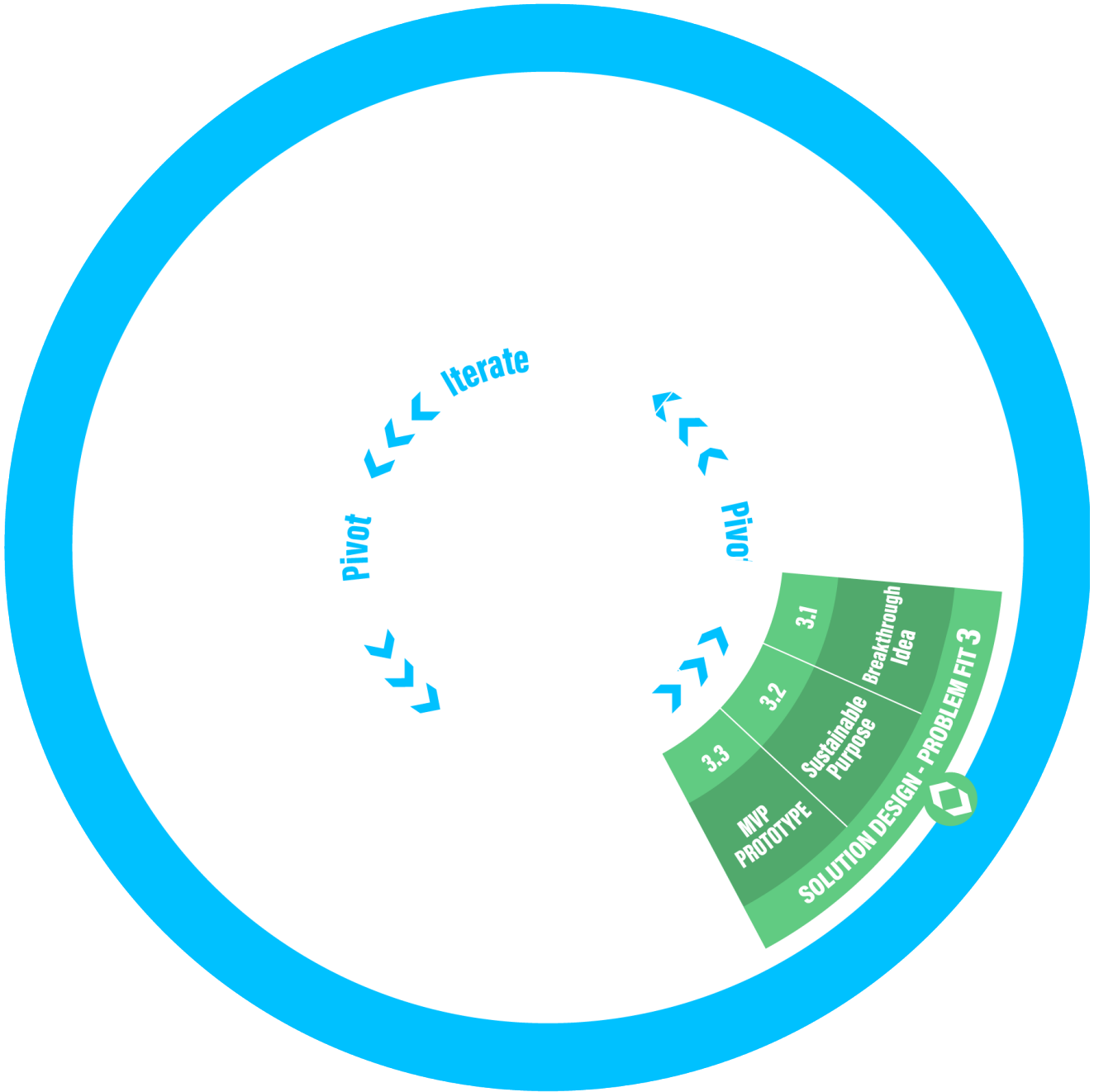


COMPONENT UNIQUENESS 24%
FIT UNIQUENESS 36%



COMPONENT UNIQUENESS 50%

FIT UNIQUENESS 86%


Iterate
Pivot
Pivot
3.1
Breakthrough Idea
3.2
Sustainable Purpose
3.3
MVP PROTOTYPE
SOLUTION DESIGN - PROBLEM FIT 3

INNOVATION DRIVEN STARTUP MODEL

FIT UNIQUENESS 100%

“ENTREPRENEURSHIP IS A HUGE CHALLENGE ……. INNOVATION DRIVEN STARTUP MODEL MAKES IT MORE VIABLE”

Mauricio Morillo Wellenius

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