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@igriol



DEALS



INNOCENS ENTREPRENEURSHIP COURSE
March 27th 2017

THE FIRST STEP IS...

THE FIRST STEP IS...





**What is the
value of a
business idea?**



**Are you afraid
of business
idea thieves?**

WHERE CAN I FIND IDEAS?



SPRINGWISE

<http://www.springwise.com>

The screenshot shows the Springwise website homepage. At the top is a purple navigation bar with links: HOME, IDEA DATABASE, NEWSLETTER, TIP US, ABOUT, and ADVERTISE. A search bar is on the right. Below the navigation bar is a banner for "sproutsocial SOCIAL MEDIA PUBLISHING". The main content area features a "TOURISM & TRAVEL" section with a map and a headline: "Fliers with spare luggage allowance paired with those who are short of space". Below this is a text block dated "20th March" and a "Read More" link. To the right are sections for "UPDATES" (Springwise Updates), "WISE WORDS" (Alejandro Velez and Nikhil Arora), and a "Sign up for free" newsletter sign-up form. At the bottom, there's a "Platform analyzes tweets to" section and social media follow buttons for RSS, Facebook, Twitter, and Tumblr.

Springwise

www.springwise.com

Esta página está escrita en inglés ¿Quieres traducirla? Traducir No

Configuración

HOME IDEA DATABASE NEWSLETTER TIP US ABOUT ADVERTISE

Search Springwise

springwise.com
YOUR ESSENTIAL FIX OF ENTREPRENEURIAL IDEAS

sproutsocial
SOCIAL MEDIA PUBLISHING

TOURISM & TRAVEL

Fliers with spare luggage allowance paired with those who are short of space

20th March. As people continue to forge new connections online, it's no longer necessary to rely on friends when it comes to asking a favor, as sites such as PleaseBringMe.com have already shown. Now Jib.li is a new platform that enables travelers to find others who have luggage space available and are ...

[Read More](#)

UPDATES

What is Springwise?

Helped by a network of **15,000 spotters**, Springwise editors scan the globe for smart new business ideas, delivering instant inspiration to entrepreneurial minds.

Time to start the next big thing!

Sign up for free

Join 150,000 others: Sign up for our daily or weekly newsletters so you won't miss the latest and greatest

[GO](#)

We will **never** share your email with others.

WISE WORDS

Alejandro Velez and Nikhil Arora


UPDATES

Platform analyzes tweets to

Esperando tags.bluekai.com...

SPRINGWISE



 **28th June.** Train journeys can be boring if travelers forget to bring along something to do. While the Catalan Government Railways has opted for QR code book chapters to keep its customers entertained, Czech Republic-based transport operator Ropid now wants to introduce singles-only carriages to help travelers to meet potential partners on ...

[Read More](#) ➔

 [Tweet](#)

 [Share](#)

 [+1](#) [9](#)

COOL BUSINESS IDEAS

<http://www.coolbusinessideas.com/>

CoolBusinessIdeas.com | New Business Ideas, Innovations And Opportunities Around The World - Mozilla Firefox

Archivo Editar Ver Historial Marcadores Herramientas Ayuda

CoolBusinessIdeas.com | New Business Idea...

www.coolbusinessideas.com

Google

Rebekah diu... Más visitados Comenzar a usar Firef... Noticias curiosas y so... Últimas noticias Diccionarios de Españ... Página de inicio de Mo... Innovapyme TRIZ - Wikipedia, la e... Avensport - Programa... Arpamet

Search CoolBusinessIdeas.com

Search


COOLBUSINESSIDEAS.COM

Home About All Ideas Newsletter Advertise Tip Us

Energy Generating Soccer Ball

March 20th, 2013



Like Send Be the first of your friends to like this.



A few years ago we introduced [SOCKET](#), an energy generating soccer ball that can provide light for children in developing nations. "Much more than a normal soccer ball, the SOCKET is a portable generator that provides fun and power to those who play with it." The invention has

Follow CBI

CoolBusinessIdeas.com is a blog about brand new promising business ideas around the world. Follow us in the hunt for the latest business concepts!

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- ★ Credit Card Processing
- ★ Turn your Paycheck into Cash
- ★ Get your website here



COOL BUSINESS IDEAS

<http://www.coolbusinessideas.com/>

17 Jun
2015



CLEANS ROAD; CLEANS AIR

By [Steven Teo](#) On 17 June 2015 In [Society & Environment](#)

Empa, ETH Zürich and Bucher Municipal have developed a hybrid-electric powertrain for road sweepers that's said to consume half the energy of diesel-hydraulic vehicles and reduce emissions by more than 60 percent. The design replaces conventional hydraulic

0 Comments

THE SHOE THAT GROWS

By [Steven Teo](#) On 16 June 2015 In [Society & Environment](#)

[Like](#) [Share](#) 4 people like this. Be the first of your friends.



TRENDWATCHING

<http://trendwatching.com/>

LATEST REGIONAL TREND BULLETINS



Asia



f 66 t 163 in 182

MARCH 2015

POST-DEMOGRAPHIC CONSUMERISM IN ASIA

In 2015, Asia evolves beyond the old demographic models of consumer behavior.

READ NOW



South & Central America



f 13 t 85 in 46

MAY 2015

TRANSPARENCY TRIUMPH

TRANSPARENCY TRIUMPH

READ NOW



Africa



f 21 t 104 in 71

MARCH 2015

CANDID CONSUMPTION

Why in 2015, institutions and brands will undergo the African inquisition, as increasingly curious consumers across the continent demand total transparency and information.

READ NOW



QUIRKY

<http://www.quirky.com/>



Invent

Community

Partners

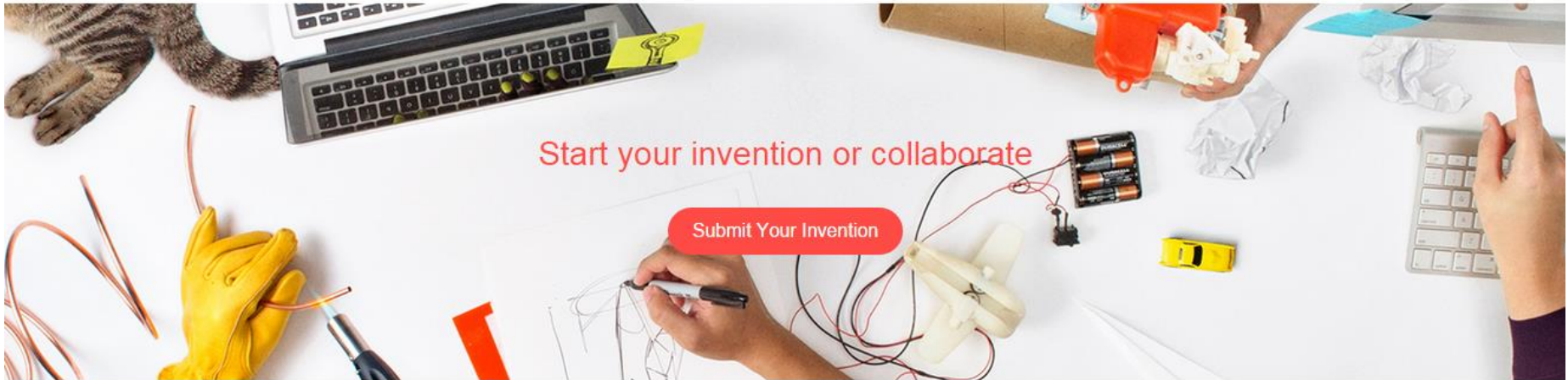
News

Eval

TUNE IN

Sign In

Sign Up



In Progress

In Eval Queue

Scheduled For Eval

In Development

Launched

Launched

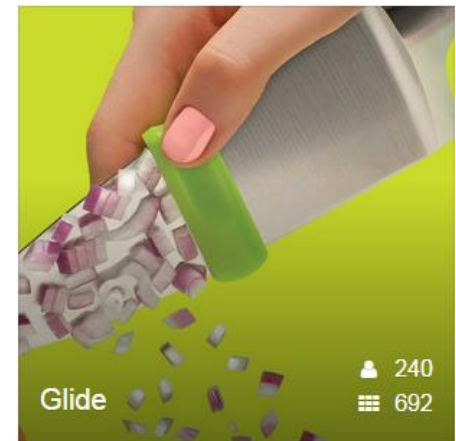
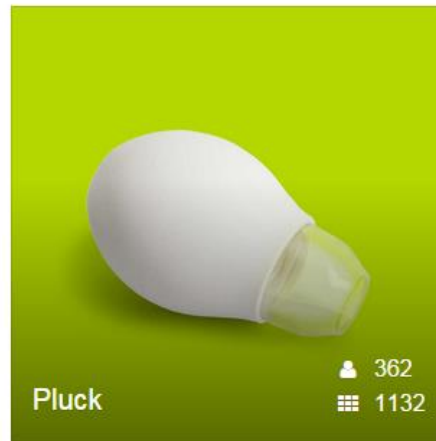
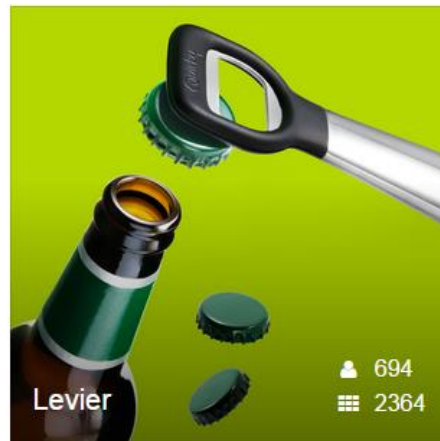
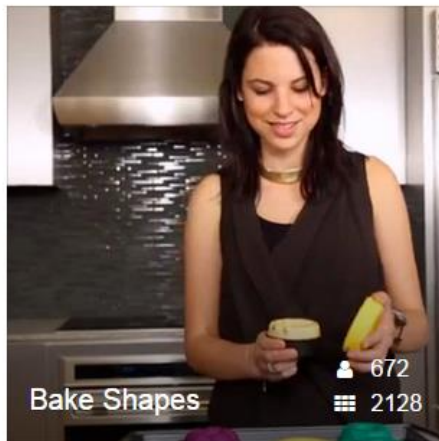
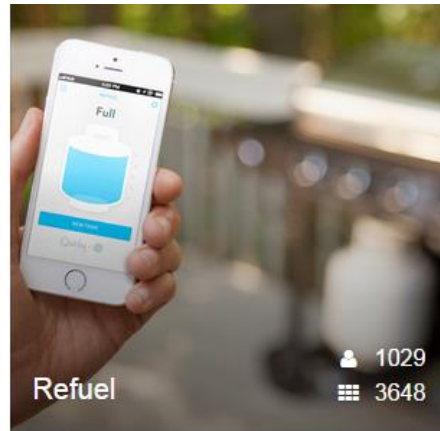
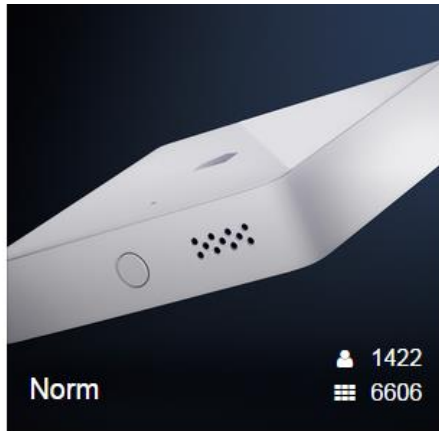
All Categories



<https://www.youtube.com/watch?v=jogQT7ijlA8>

QUIRKY

<http://www.quirky.com/>



QUIRKY

<http://www.quirky.com/>

Refuel

Smart propane tank gauge

Overview

Specs

Nothing puts the kibosh on a cookout faster than an empty propane tank. With Refuel, you'll never get caught off guard by said BBQ bummer again. This super smart propane tank gauge connects to the Wink app on your mobile device so no matter where you are, you'll always know when it's time to refuel.

INVENTED BY



anthony reddington
boston ma



<http://www.quirky.com/invent/279872>

<http://www.quirky.com/invent/244070>

CROWDFUNDING

KICKSTARTER

<https://www.kickstarter.com/projects/2101519704/oval-the-first-digital-handpan?ref=card>



Idioma ▼ País ▼



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 Medio Ambiente



Tajo.0

Por Red del Tajo

El Tajo ha dejado de ser río. Ayúdanos a combatir en los Tribunales la desidia e iniquidad de su gestión y planificación. El Tajo se ahoga.

4655 €

de 6000 €

 **77% RECAUDADO**
14 días para terminar

BOATSTAR



www.boatstar.es

Business Model: Subscription

Boatstar is a company that provides cleaning services for ships, that in less than 3 years has become a Spanish leader in number of customers and customers loyalty.



BIUPBOX

www.biupbox.com

Tool to unify and manage all your personal storage cloud computing tools with a clean and intuitive interface.

DEVELAPPS



www.develapps.es

Modelo de negocio: B2B

Develapps is an award winning Apps Development Agency based in Valencia. We are specialised in developing Apps using cutting-edge technology such as iBeacons and the latest wearable gadgets .In 2012 Develapps won the best App of Spain award for developing "Gow trainer", an App using a biometric T-shirt.

BYOM OPINA

www.byomit.com

Business Model: Subscription

Byom! is a service to know the opinions of the customers of a commerce, answering 5 quick questions through an app in a tablet, in just 30 seconds obtaining an average of 200 opinions per month.

byom!

HIP HUNTERS

www.hiphunters.com



Hiphunters is an online platform that aggregates and offers fashion products to special customers that give value to quality and design.

PYRO



www.pyro.es

Our mission is to contribute to the Protection and Preservation of natural space by means of the design, engineering and production of innovative solutions for Control and Extinction of Forest Fires, specially those located in urban interface areas and critical infrastructures, in order to contribute to the Sustainable Development of human activities

LUGENERGY

www.lugenergy.com



LugEnergy designs, fabricates and distributes charging points for electric vehicles.

BE ROOMERS

www.beroomers.com



Beroomers is an international marketplace for student accomodation. Students can find and book rooms choosing their housemates when they are still in their home countries.



TRAINING EXPERIENCE

www.valencia.trainingexperience.org

Training eXperience is a company to link companies with young European internships. Training eXperience will look for the perfect candidate helping the company, building the most suitable profile.

BRAVEZEBRA

<http://www.bravezebra.com/>



*We develop videogames to our customers
generating quality and artistic apps, webs
or PC games.*



10 minutes

**Think of a
business
idea**

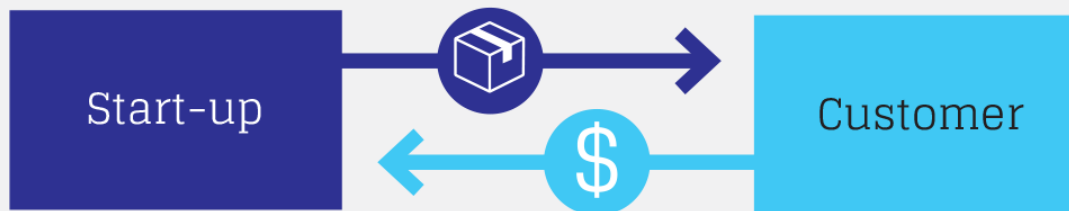


I'm so glad we all agree

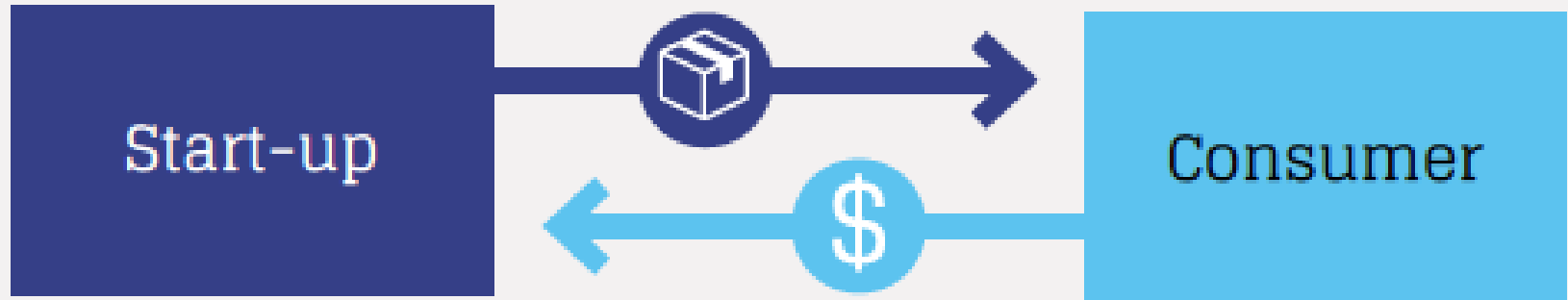
The Deal

The Deal is a sentence with four elements:

- **The start-up:** that's you
- **The customer:** the one you're selling to
(either business or consumer)
- 📦 **The product:** what you're selling
- 💰 **The price:** what the customer pays you in return



B2C or B2B?



Product or Service?

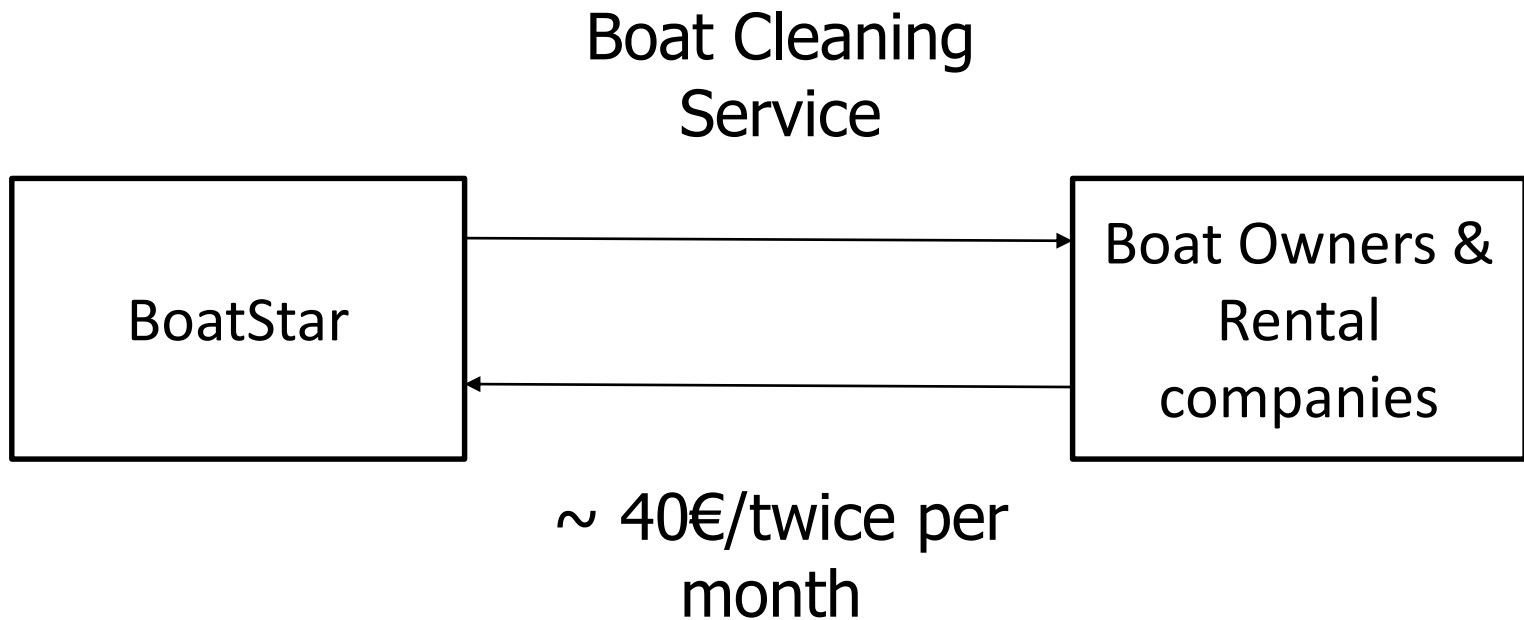
- Product: you sell ownership of something
- Service: you sell use of something for a certain period of time



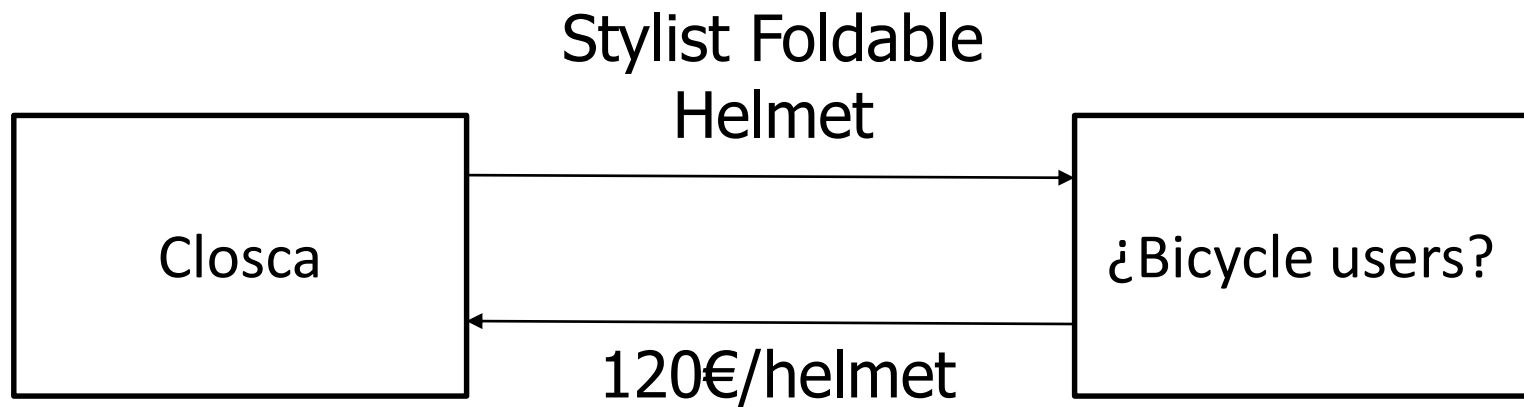
Example: B2C, Product



B2C/B2B - Service

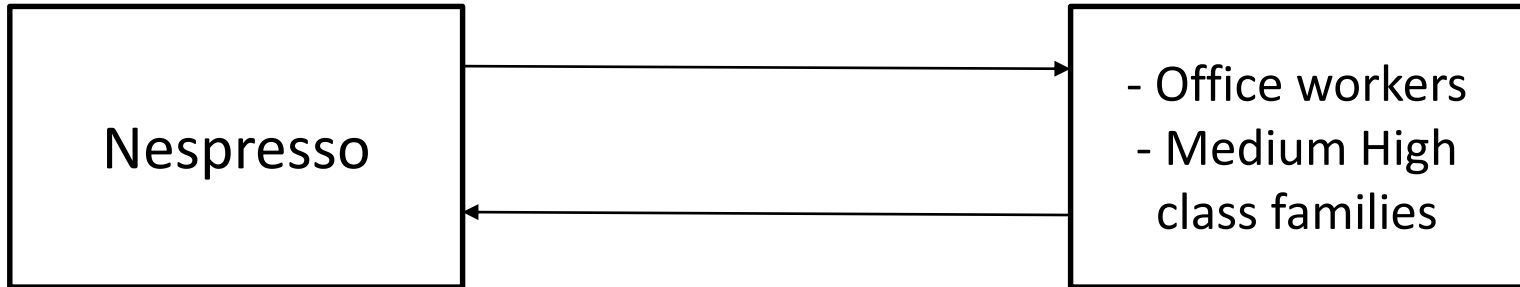


B2C/product:



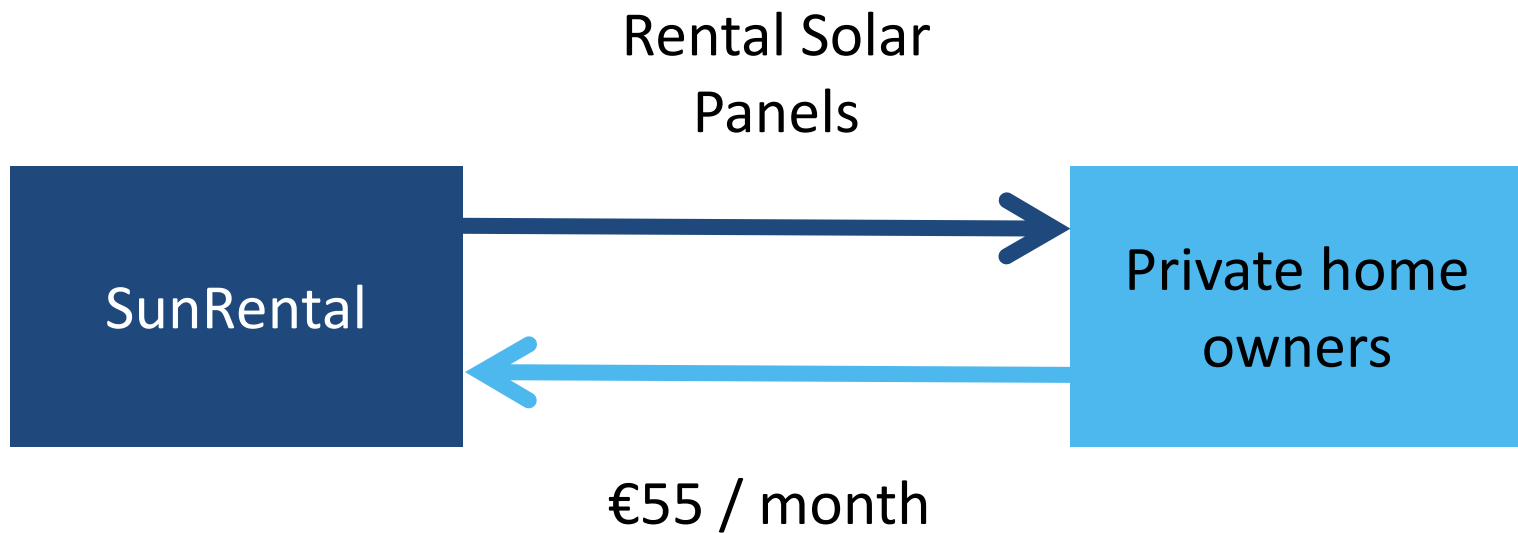
B2C/product:

Coffee machines
and capsules

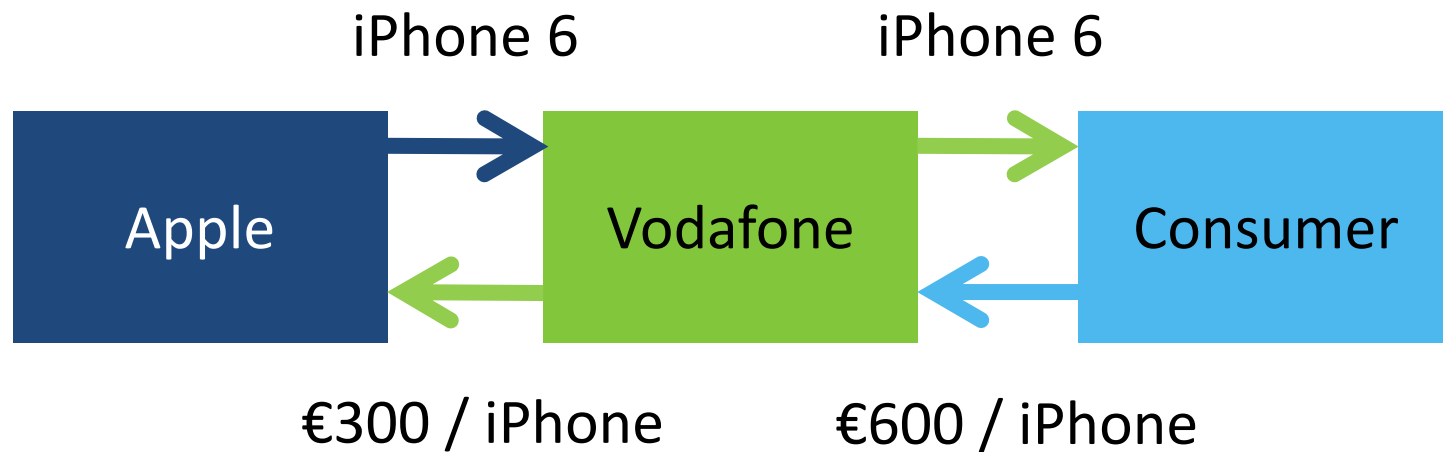


50 c€ per capsule
200€ per machine

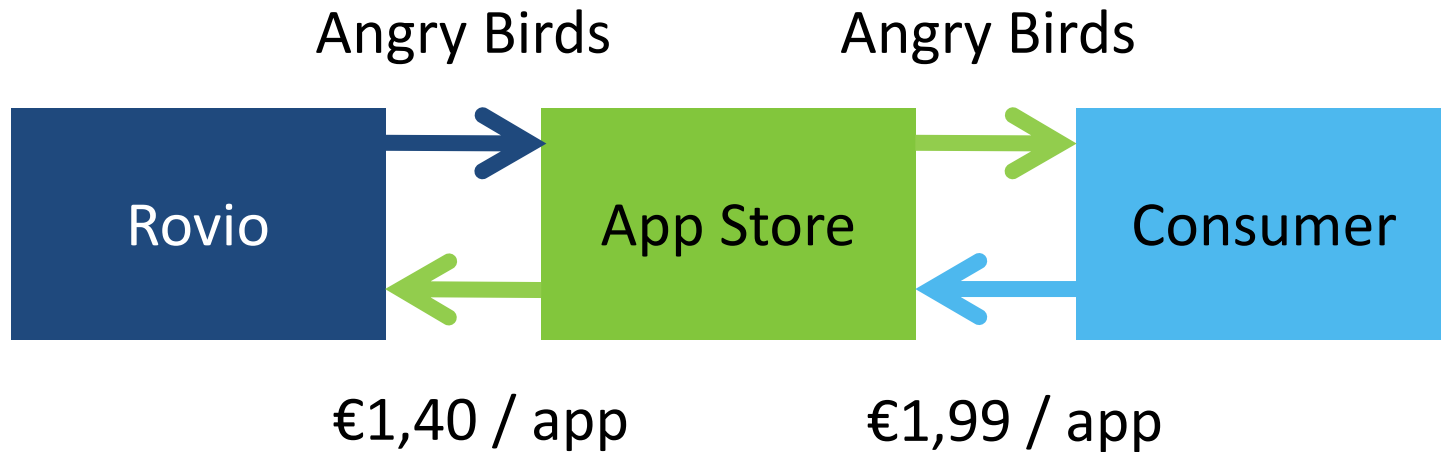
Example: B2C Service



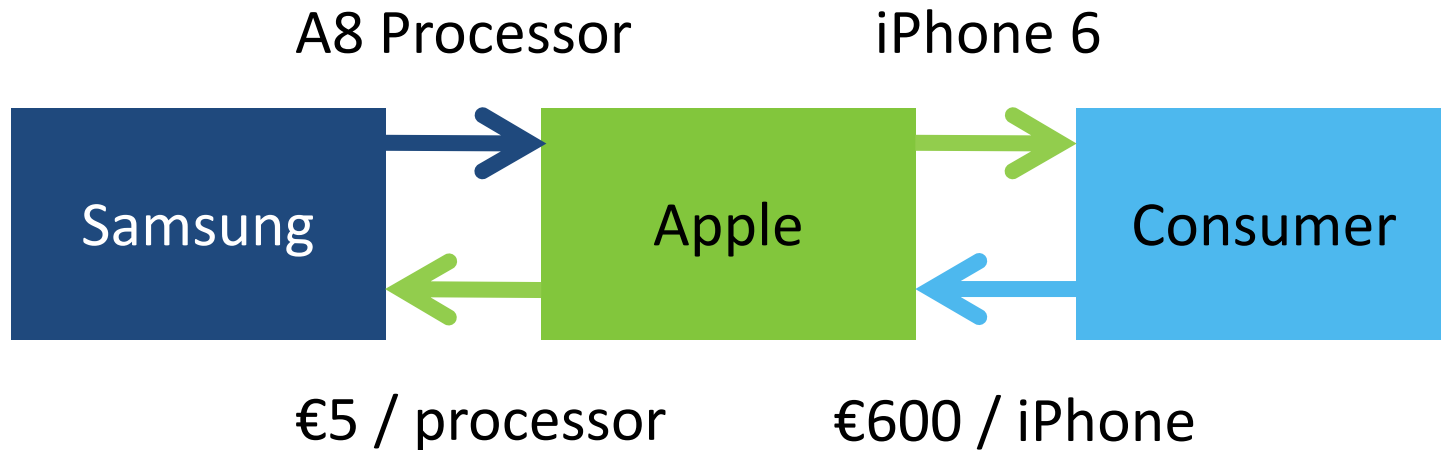
Example: B2B Product



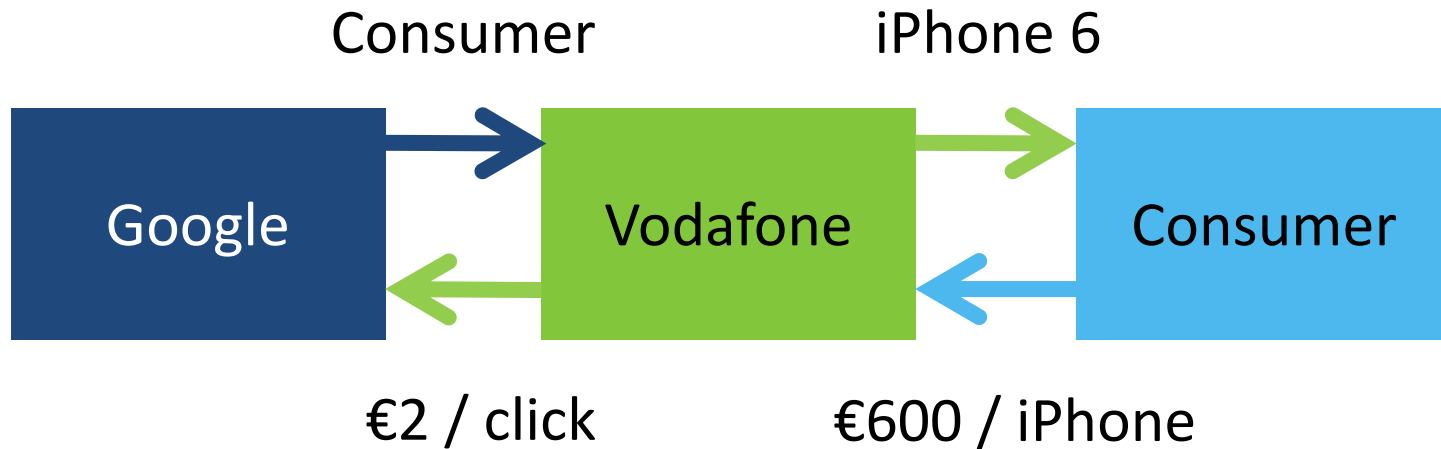
Example: B2B Product



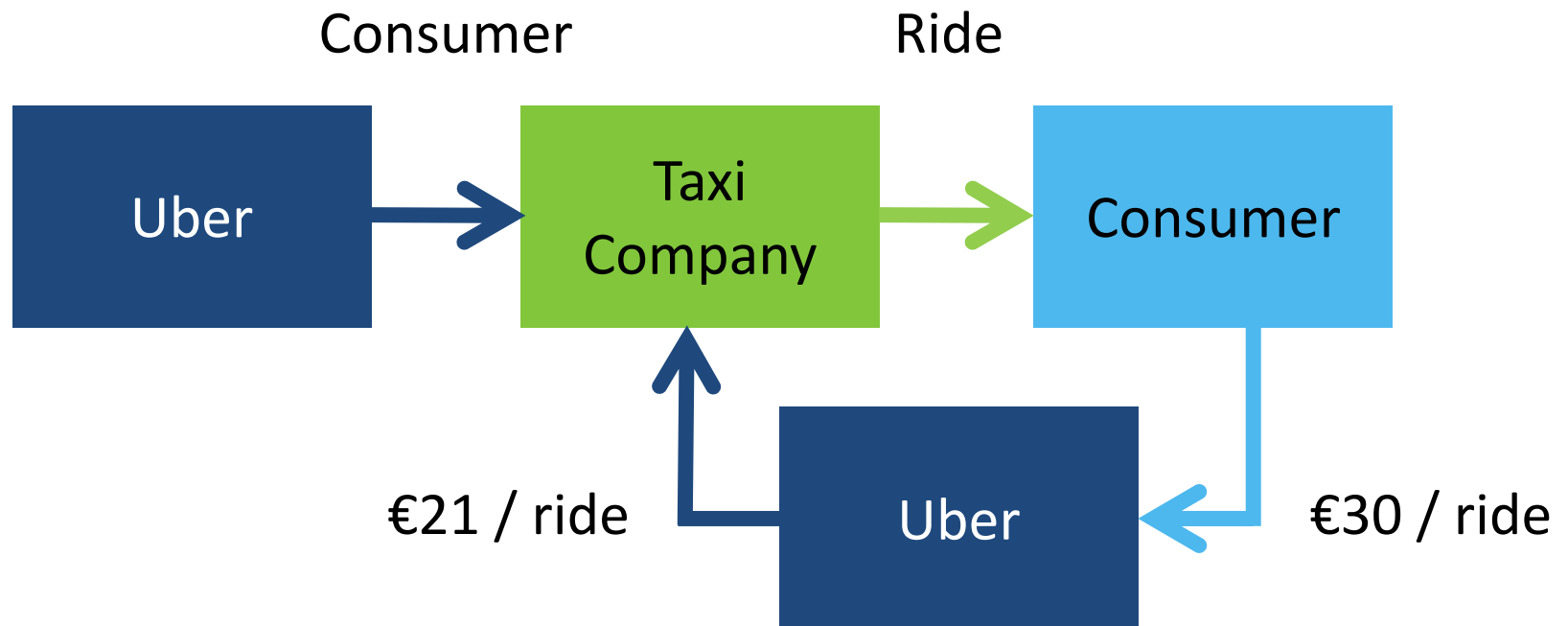
Example: B2B Product



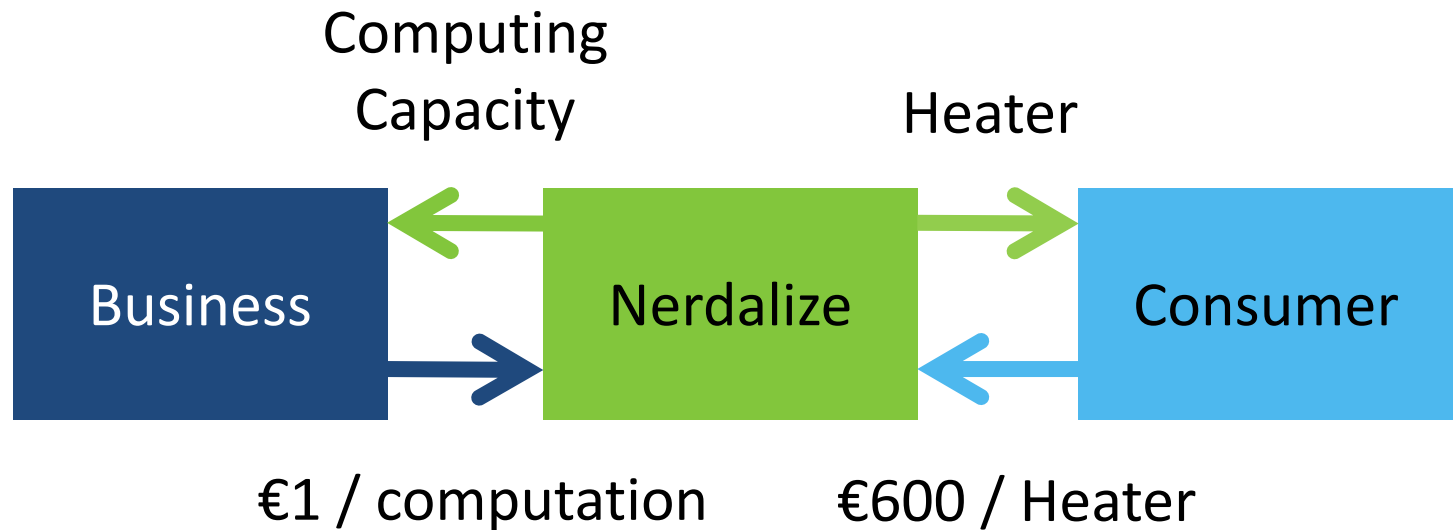
Example: Product is a Customer



Deal if you sell a customer, and
customer's payment goes through you



Example: Two-sided market



Exercise (20 min)

Draft your Deal

- What do you sell,
- To whom,
- At what price

Every team member must be able to complete this sentence:

Hi, my name is _____ from _____ and we sell _____ to _____ at the price of _____ euros.



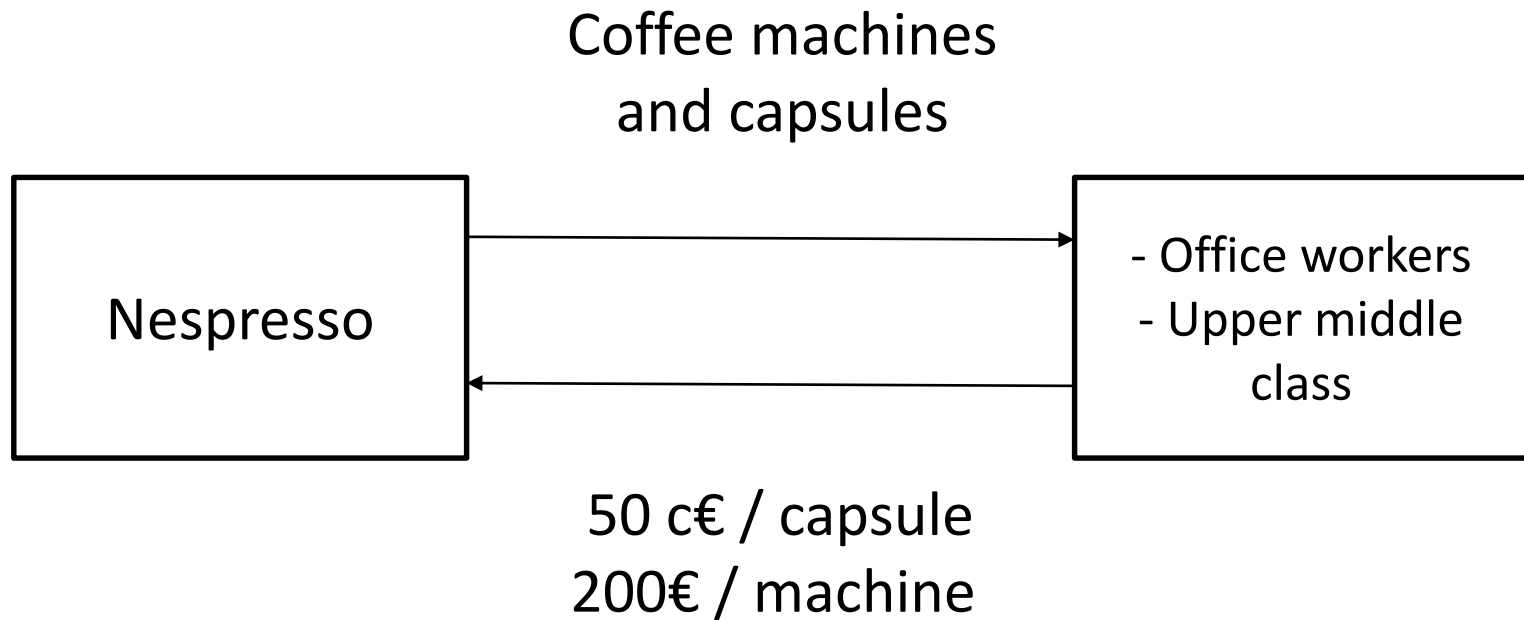
"NO!

Try not!

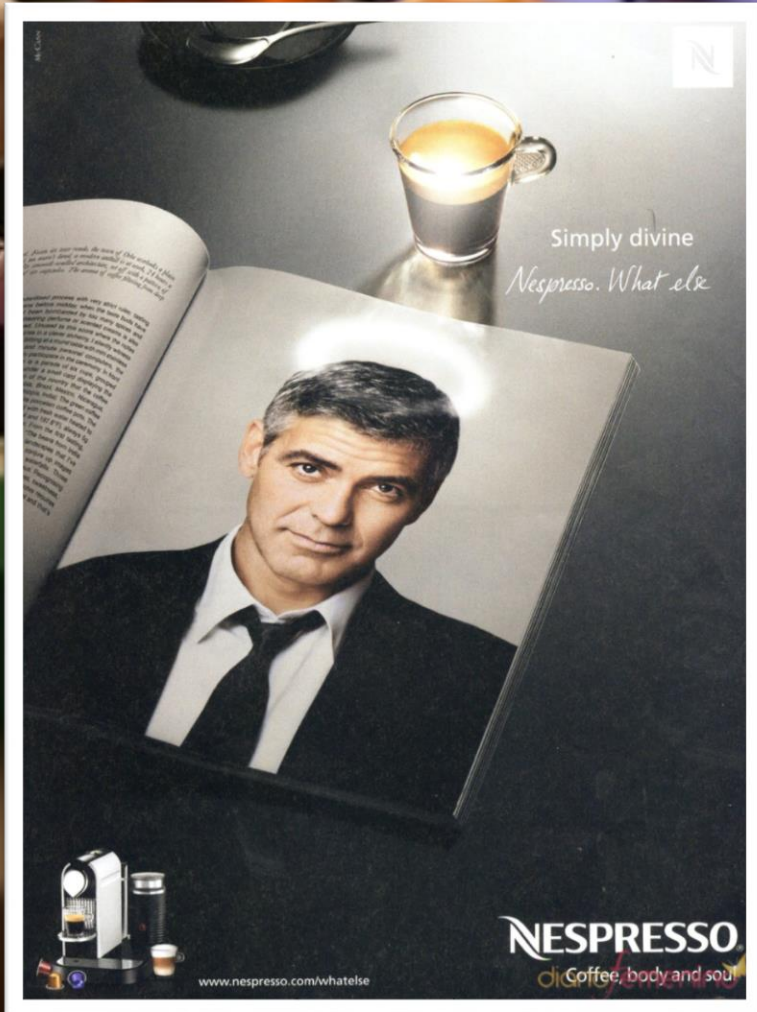
DO or DO NOT,

There is no try."

B2C / Hook and Bait



Bait & Hook



A Nespresso advertisement featuring a black and white portrait of George Clooney on a magazine. A beam of light from a small cup of coffee above the portrait illuminates his face. The background is a dark surface with a small Nespresso logo in the top right corner. The text "Simply divine Nespresso. What else" is written in a cursive font. In the bottom left corner, there is a small image of a Nespresso coffee machine and a cup of coffee. The Nespresso logo and tagline "Coffee, body and soul" are in the bottom right corner, along with the website "www.nespresso.com/whatelse".

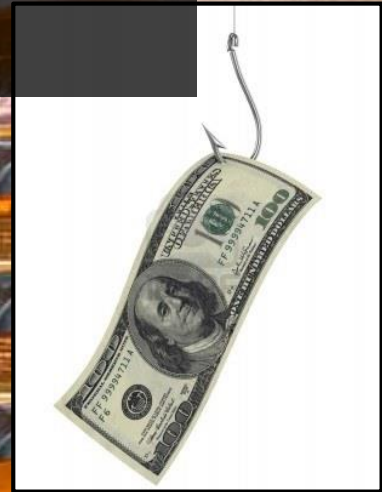
Simply divine
Nespresso. What else

NESPRESSO
Coffee, body and soul

www.nespresso.com/whatelse



Bait & Hook



Gillette®

Bait & Hook Farmville

Free Gifts Play My Neighbors Invite Friends Add Farm Coins & Cash Love FarmVille?

423,476 6 33157 28 Ange's Farm

438,440 3

Market

+ Add Coins & Cash X

Seeds Trees Animals Buildings Decorations Upgrade Farm Vehicles

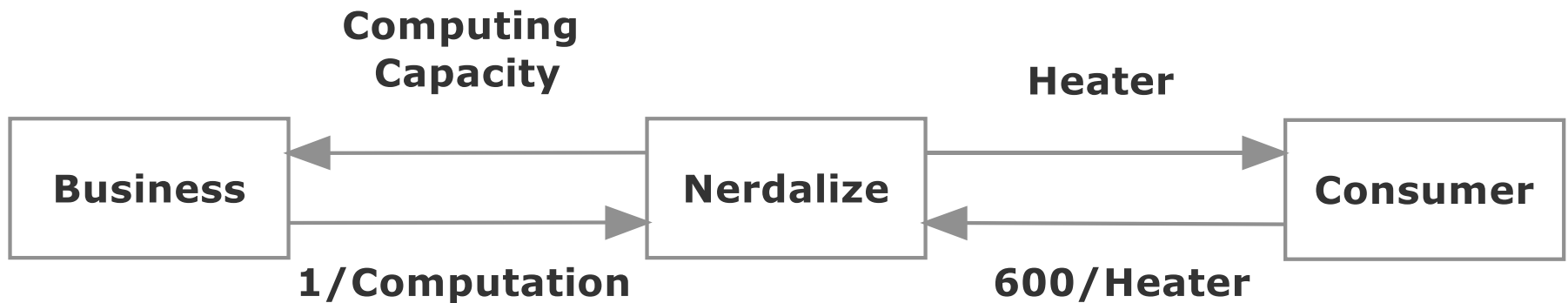
Click for Specials!

| | | | |
|--|--|---|--|
| Hot Rod Tractor Sell for: 10000 Coins XP Gained: 2000 55 BUY | Hot Rod Harvester Sell for: 10000 Coins XP Gained: 2000 55 BUY | Hot Rod Seeder Sell for: 10000 Coins XP Gained: 2000 55 BUY | Tractor What is this? 5,000 BUY |
| Pink Tractor What is this? 5,000 BUY | Harvester What is this? 30,000 BUY | Seeder What is this? 30,000 BUY | 1 Fuel Refill What is this? |

mmohut
FREE ONLINE MICROGAMES AND MMO GAMES



Example two-sided market



Multi-sided platform: Girls don't pay



Free newspapers

◀ ▶ 🔍 Bruce Springsteen

Freemium

- Inicio
- Radio
- Cola de Reproducción

🔍 Bruce Springsteen 🔊

- 🔍 bruce sprinsteen
- 🔍 enrique urquijo
- 🔍 amaia montero
- 🔍 queen

+ Nueva lista de reproducción

Streets of Philadelphia

uce Springsteen (The Essential Bruce Springsteen)

The Essential BRUCE SPRINGSTEEN



Artistas: (2) Bruce Springsteen • Sam Moore with Bruce Springsteen

Álbumes: (12) Bruce Springsteen de *?American Springsteen de *?Bruce Springsteen de *?Bruce Springsteen de *?Studio 99 y



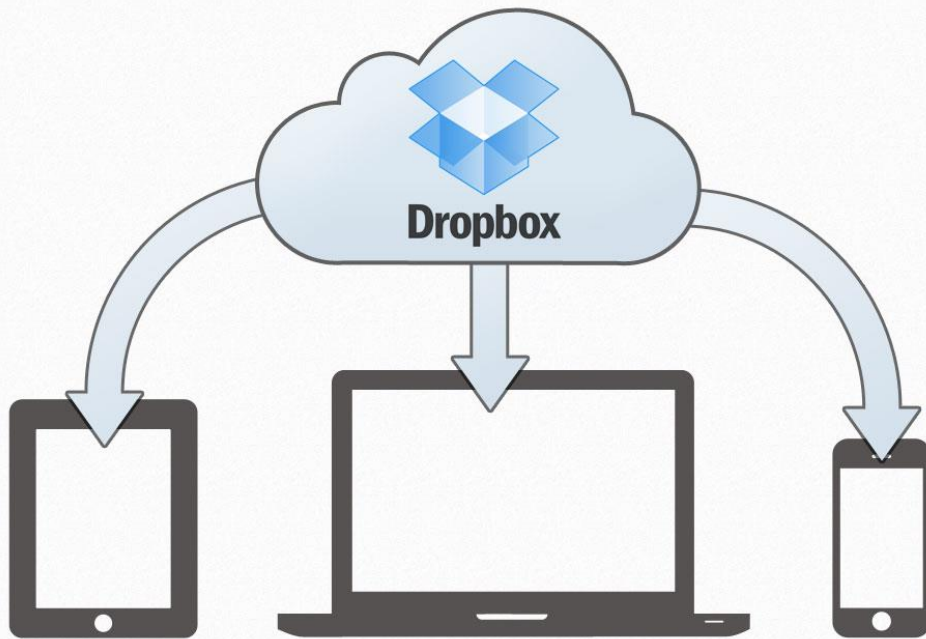
canciones: (748)

| Canción | Artista | Duraci... | Popularidad | Álbum |
|---------------------------------|---------------------|-----------|-------------|-----------|
| 🔊 Streets of Philadelphia | 📁 Bruce Springsteen | 3:16 | | The Essen |
| The River | 📁 Bruce Springsteen | 5:00 | | The Essen |
| The River - Live | Bruce Springsteen | 11:38 | | Bruce Spr |
| Dancing in the Dark | 📁 Bruce Springsteen | 4:03 | | The Essen |
| American Skin (41 Shots) (live) | Bruce Springsteen | 7:50 | | The Essen |
| Born to Run | 📁 Bruce Springsteen | 4:31 | | The Essen |
| Born in the U.S.A. | 📁 Bruce Springsteen | 4:39 | | The Essen |
| Hungry Heart | 📁 Bruce Springsteen | 3:19 | | The Essen |
| Glory Days | 📁 Bruce Springsteen | 4:15 | | The Essen |
| Born To Run - Live | Bruce Springsteen | 5:03 | | Bruce Spr |
| Hungry Heart - Live | Bruce Springsteen | 4:28 | | Bruce Spr |
| Land of Hope and Dreams (live) | Bruce Springsteen | 9:22 | | The Essen |
| Human Touch | 📁 Bruce Springsteen | 6:29 | | The Essen |
| Blinded by the Light | 📁 Bruce Springsteen | 5:03 | | The Essen |
| Because The Night - Live | Bruce Springsteen | 5:19 | | Bruce Spr |



2:15

Freemium



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Disponible desde 2 GB
Hasta 18 GB (500 MB por [recomendación](#))



Dropbox Pro

Planes de 100, 200 o 500 GB
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Dropbox para empresas

Planes disponibles desde 1 TB
para 5 usuarios
Facturación centralizada y

Long tail: AMAZON

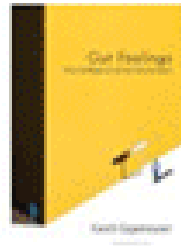


Recommendation Algorithm

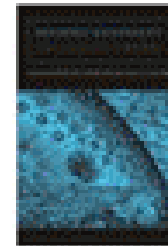
Customers Who Bought This Item Also Bought



[Reckoning with Risk: Learning to Live with Uncertainty](#)
by Gerd Gigerenzer
★★★★☆ (8) £6.49

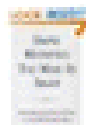


[Gut Feelings: The Intelligence of the Unconscious](#) by Gerd Gigerenzer
£10.27



[Bounded Rationality: The Adaptive Toolbox](#) (Dahlgren) by G Gigerenzer
£20.95

What Do Customers Ultimately Buy After Viewing This Item?



68% buy
[Simple Heuristics That Make Us Smart \(Evolution & Cognition\)](#)
£18.99



17% buy
[Gut Feelings: Short Cuts to Better Decision Making](#)
£6.74



9% buy
[Influence: The Psychology of Persuasion](#) ★★★★★ (12)
£7.09

EL MODELO DE SUSCRIPCIÓN



1. Mejor capacidad negociación
2. X veces para relacionarte cliente
3. Implicaciones financieras NOF
4. Xselling y UPselling
5. Invertir más en adquisición
6. ¿Cuál es el ciclo de vida?



"NO!

Try not!

DO or DO NOT,

There is no try."