



European Network of Design for Resilient Entrepreneurship



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Erasmus+ Programme
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Call for Contributors

ENDuRE Education & Training Materials

We are inviting experts in entrepreneurship and business to **contribute to an e-book developed by ENDuRE**, aimed at educating and supporting entrepreneurs.

ENDuRE is a European Project that promotes an innovative approach to educating and supporting new entrepreneurs, aimed at increasing the resilience and competitiveness of European companies.

Contributors will receive industry recognition for their contribution to a leading programme funded and promoted by the European Commission Erasmus + Programme.

The book will expand on the book by Ray Garcia “Startup SOAR Coaching” and contextualise entrepreneurship in Europe, Asia and other growing regions of the start-up landscape. US myths will be debunked!

The overall goal is to increase the awareness level of entrepreneurs and make them and their teams stronger in overcoming the ‘valley of death’.

The e-book will provide an **uncommon view** on how to grow a company, supported by case studies of related events that occur in 99% of new companies - unlike focusing on the usual success, and extremely rare, stories of Apple, Facebook, Slack...

The aim is showing the dark side of entrepreneurship and help founders to identify critical events in their journey. Moreover, the book will contain a series of original tools, checklists, diagrams, etc..

These will prove useful in guiding decision-making under uncertainty conditions.

The book will be published internationally and promoted by ERASMUS+, thus becoming a **showcase** for companies, start-ups and events’ organizers **looking for professionals** as speakers, consultants, mentors, etc.

The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Table of Contents

This is the structure of the book:

0. Introduction

1. Entrepreneurial mindset

Mission & Vision, Real intentions, Entrepreneurial Spirit & Risk aversion, Failure & Learning process.

2. Ideas to execution

Ideas generation, Understanding the idea, Problem to address, Contextualizing, Prototyping, Protecting or spreading the idea (tools to use), Pre-sales and early sales.

3. Team

Solo Founder vs Founder team, Decisional process, Mentoring/ Coaching.

4. Business structure

Social By Design, Network, Supply chain.

5. Action plan

Implementation strategy, Implementation plan, Planning the business, Scheduling, Regulatory issues.

6. Intellectual property

Managing assets, Patenting or not?, NDA, provisional application, Brands and trademarks: hidden dangers and almost no value, Patent strategy for.

7. VP, business model & business growth

Value proposition, Business model design, Timing, Partnerships, Scalability, Local to global, Innovation (Market driven VS Tech push), Foresight.

8. Marketing

Industry and competition, Target market identification, Avatar/Personas, Marketing plan, Customer segments, Customer acquisition strategy & costs.

9. Communication

Branding, Communication strategy, Storytelling, Plugging, Elevator pitch.

10. Sales

Pricing models, Sales strategy, Negotiation, Channels.

11. Investment & funding

Reasons for funding, Investor pitch, Funding strategy, Negotiation, Business valuation.

12. Economics, financials & legal

The right level of Proficiency in accounting, legal, IP, etc., Cost and Income, Evaluation and monitoring, Due diligence, Share Structure & Governance.

[Here](#) you can find the complete index of the book (“Index_State of work” excel).

Technical Aspects

Schedule for publication of the book

- Book contributions proposals received: April 22, 2016
- Notification of accepted contributions proposals: April 26, 2016
- Receipt of the contributions: May 20, 2016
- Review of the contributions and revision feedback: May 29, 2016
- First Testing of the book: May-July 2016
- Feedback from testing and implementation of new proposals: August, 2016
- Second Testing of the book: October 2016
- Final Editing, layout, multimedia management: November-December, 2016
- Publication of the book: Jan, 2017

Collaboration

Everyone who collaborate to the writing process will be mentioned among the ebook's **contributors** and will be linked to his paragraph/case. There will be also a short biography with contacts.

Source book has been released to ENDuRE project in creative common attribution, so copyright related to every contribution will be transferred to principal author and editor Raymond Garcia through the copyright module available [here](#). **Every contribution must be original or the author must own its copyright.**

Contributions type

According to the book's index in "Index_State of work" excel available [here](#), you can contribute with:

- A **paragraph** on a specific topic, about **two pages** for each contribute (see paragraph template available [here](#)). Topic can be chosen from those not already assigned in the index, however you can propose other topics according with your experiences;
- A **business case**, about **one page** (see business case template available [here](#)). It could be a positive or negative experience that can add value and be useful for the lectures in order to improve their awareness.

For more information about the ENDuRE project, please visit our website
www.endureproject.eu or e-mail us at: info@endureproject.eu



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