



# Startup U: Emprendedores de Alto Impacto (Spanish Edition)

*Pedro Martinez Estrada*

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¿Nunca has tenido una idea genial y has soñado con abrir tu negocio?, ¿cuántos amigos o familiares conoces que se han quedado en el camino por no saber cual es el siguiente paso para ejecutar esta idea? Las ideas no cuestan, son gratis, tan es así que una idea jamás podrá ser patentada. Lo que vale de esta idea es su ejecución y nuestra capacidad de hacer negocio.

Este libro se centra en comprobar si tu idea es un negocio viable o solamente una muy buena idea. Se encuentra dividido en nueve capítulos y un libro de actividades. Los temas del libro son:

1. Creatividad e innovación
2. Descubrimiento del problema
3. Modelo de Negocios y Propuesta de Valor
4. Validación de mercado
5. Plan de Negocios
6. Métricas para startups
7. Finanzas para emprendedores
8. Financiamiento para startups
9. Presentación de proyectos

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