



Start-up school

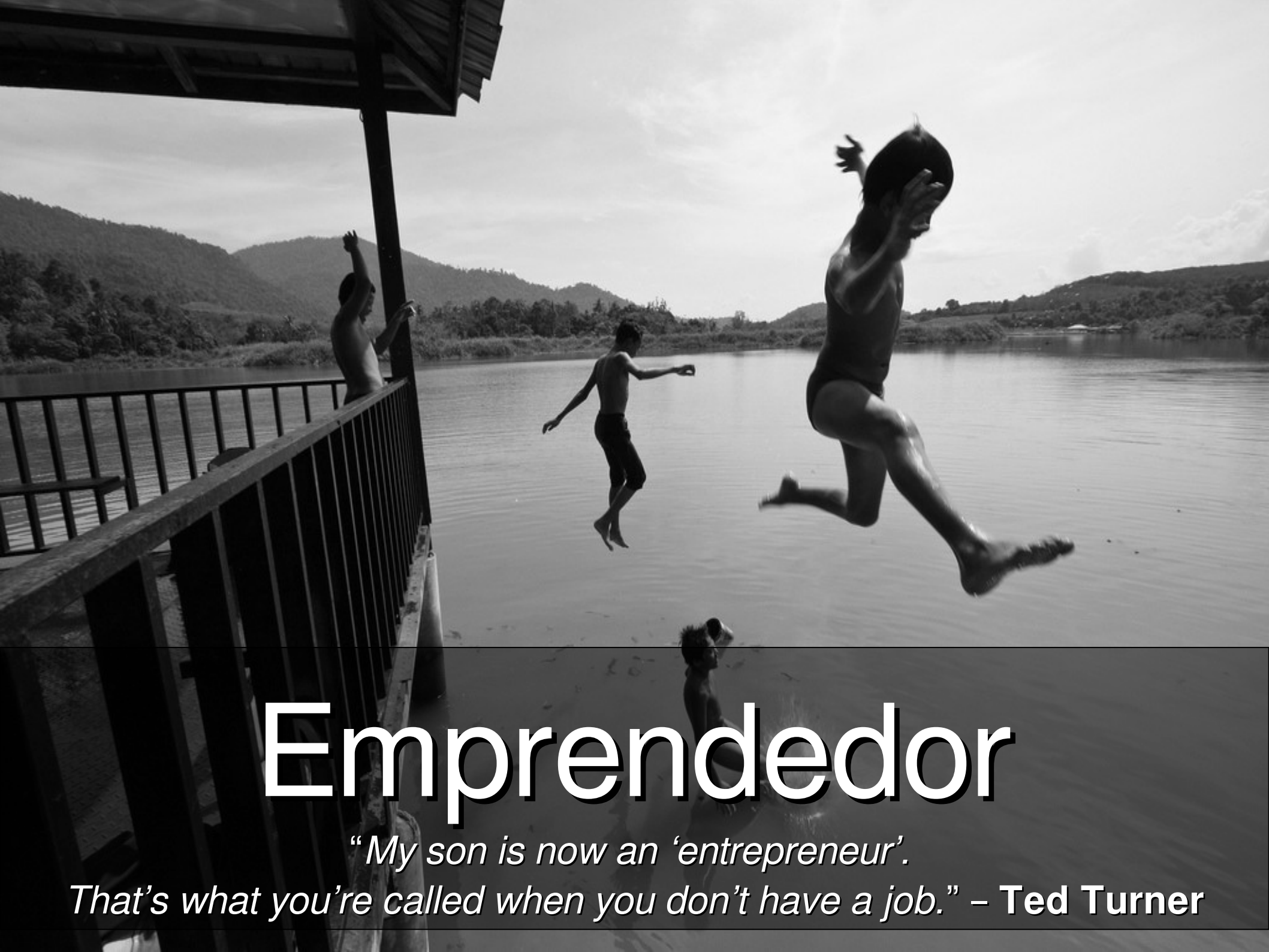
Tetuan Valley, Octubre
2009

okuri
building companies

INTRODUCCIÓN

“The hardest thing about getting started is getting started.”

Guy Kawasaki



Emprendedor

"My son is now an 'entrepreneur'.

That's what you're called when you don't have a job." – Ted Turner

I+D, ¿Inno.. qué?

"When all think alike, then no one is thinking." - Walter Lippman

TCAATGAAAAGGAATGTTGAGCTCTGAG



i Startups!

“The difference between the impossible and the possible lies in determination.” - Tommy Lasorda

THE ULTIMATE A-TEAM



**MIS
EXPECTATIVAS
SON MAYORES
QUE LAS
TUYAS**



**MARCA LA
DIFERENCIA**



Think BIG





The world is FLAT

“The Internet is becoming the town square for the global village of tomorrow.” - **Bill Gates**



FAIL



FAIL, just do it

“Try and fail, but don't fail to try.” - Stephen Kaggwa

“I didn't fail the test, I just found 100 ways to do it wrong”

Benjamin Franklin



MARKETING

© nicolas.zorvi.photography

© nicolas.zorvi
photography



Social Media



JUMP ON!

YouTube

P

Digg

Flickr^{BETA}

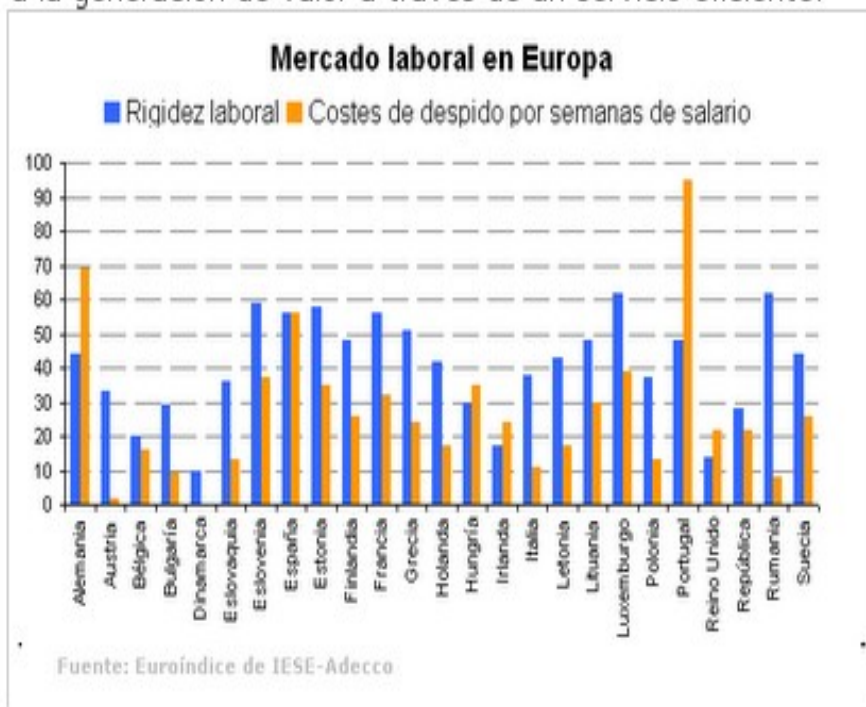
facebook

Social media
Bandwagon

martes 23 de junio de 2009

Rigidez en el Mercado Laboral

Como si de una barquita tambaleada por una gran ola se tratara, la economía española apenas se ha estabilizado de tanto vaivén y ya está pidiendo a gritos que la aligeren del lastre adquirido durante el último frenético quinquenio (crecimiento anual de PIB aproximadamente un punto por encima a la media europea). A saber, los excesivos costes de despido y rigidez laboral, la escasa inversión en capital e I+D+i, la escasa productividad, y en fin, una cultura acomodada del pelotazo fácil y de la especulación, en oposición a la generación de valor a través de un servicio eficiente.



Okuri Ventures

[Web de Okuri Ventures](#)

- [Asesoría de negocio](#)
- [Consultoría capitalizada](#)
- [Formación para emprendedores](#)
- [Incubadora y servicios de soporte](#)
- [Datos de contacto y mapa](#)

[Web de Okuri Spaces](#)

Twitter @okuriventures

[New post @okuriventures Nuevos Premios Emprendedores Everis y Eurocan](#)
<http://blog.okuriventures.com/>

[Nuevo post: Rigidez en el Mercado Laboral @okuriventures](#)
<http://blog.okuriventures.com/>

[Filing homologation papers for](#)



tetuanvalley

Following

Hello world

10:10 AM Jun 12th from web

Name Tetuan Valley
Location Madrid, Spain
Web <http://www.tetuan...>
Bio Who says you cant have start-ups in Madrid?

11 following 7 followers

Updates 1

Favorites

Actions

[message tetuanvalley](#)
[block tetuanvalley](#)

Following

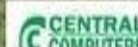


[RSS feed of tetuanvalley's updates](#)



San Mateo

101



www.btsocro.com



www.dibechamerica.com



www.vato.com



www.smartm.com





Alejandro Barrera Trying out Splitweet to manage several twitter accounts... looks really nice and easy :) via Twitter - 21 minutes ago clear

- Wall
- Info
- Photos
- Boxes
- +

What's on your mind?

Attach

Share

- Alejandro + Friends
- Just Alejandro
- Just Friends
- Settings

View Photos of Me (144)

Edit My Profile

Write something about yourself.

Information

Networks:
Silicon Valley, CA

Birthday:
August 5

Current City:
Madrid, Spain

Friends



Alejandro Barrera Trying out Splitweet to manage several twitter accounts... looks really nice and easy :)
21 minutes ago · via Twitter · Comment · Like



Alejandro Barrera Mainstream Media Still Has Eyes Wide Shut (AMEN!) <http://tinyurl.com/l99cor>
55 minutes ago · via Twitter · Comment · Like



Alejandro Barrera I'm shocked to see that Twitter was unable to handle the MJ load... I really thought they put their act together...
12 hours ago · via Twitter · Comment · Like



Alejandro Barrera And Twitter is still down for me... Goodbye Michael Jackson..
14 hours ago · Comment · Like

Ana Borrego at 1:19am June 26

Advertise

Cities I've Visited



¿Has viajado a más sitios que tus amigos? ¡Descúbrelo!



Bingo en Línea



Bienvenido a la sala de bingo más visitada de España. Doblamos tu depósito hasta un máximo de 125€.





Mantra

Stakeholders





Companies



ORGANIZATION CHART

of

THE TABULATING MACHINE CO.

BOARD OF DIRECTORS - C-T-R-CO.

Alfred DeBuys
George W. Fairchild
Charles R. Flint
A. Ward Ford
Oscar L. Gubelman
Samuel M. Hastings
John W. Herbert
Joel S. Coffin

Clarence P. King
Stacy C. Richmond
Joseph E. Rogers
Christopher D. Smithers
Thomas J. Watson
George I. Wilber
Rollin S. Woodruff

OFFICERS-C-T-R-CO.

Thomas J. Watson - Pres. & Genl. Mgr.
George W. Fairchild - Vice-President
James S. Ogsbury - Secy & Treasurer

COMPUTING-TABULATING-RECORDING CO.
Offices - 50 Broad St. - New York City

THE TABULATING MACHINE CO.

General Offices - 50 Broad St.
New York City

DIRECTORS

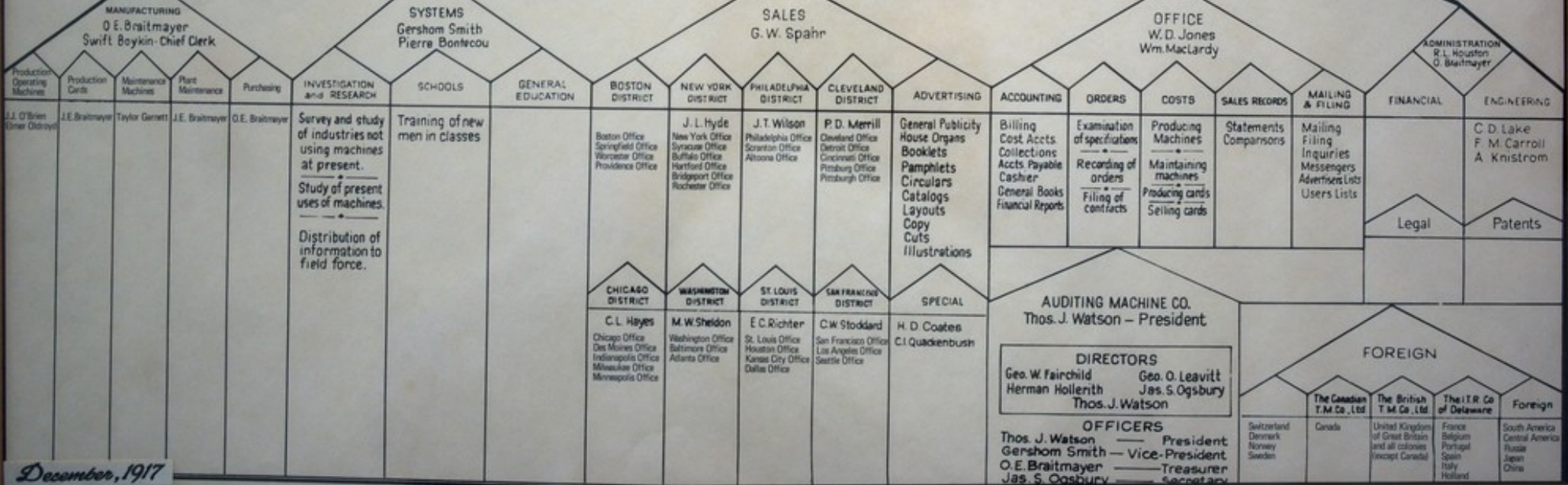
George M. Bond James S. Ogsbury
George W. Fairchild Gershom Smith
Thomas J. Watson

Factories - WASHINGTON, D. C.
- ENDICOTT, N. Y.
- DAYTON, O.

THOMAS J. WATSON *President*
R. L. Houston *General Manager*

OFFICERS

Thomas J. Watson - *President*
Gershom Smith - *Vice-President*
R. L. Houston - *Treasurer*
W. D. Jones - *Asst. Treasurer*
James S. Ogsbury - *Secretary*
O. E. Braitmayer - *Asst. Secretary*



December, 1917



OVERCONFIDENCE

BEFORE YOU ATTEMPT TO BEAT THE ODDS,
BE SURE YOU CAN SURVIVE THE ODDS BEATING YOU.

$$1/(1 - n)$$









COMMANDOS





THE
BL
IF
CH

BELIEVE
on the LORD
TESUS
CHRIST
and you will be
AVED
ou and
household
C.16, V.31.

Hate Law Update.
BI AIR and BLUNKET BLUNDER
would have made PROTESTANT
RELIGIOUS PROTEST a criminal
offence in Britain. The Labour
Party are against Freedom of
religious expression. They are
careless with your basic human
rights.

JESUS
CHRIST IS
LORD.
Philippians C.2.V.
REPENT
THEREFORE
and be
CONVERTED
that your sins may
be blotted out.
ACTS C.5.VII

TRUTH IN
GOVERNMENT.
NO MORE LIES.
NO MORE CHEATING POLITICIANS
WE WANT THE TRUTH
AND HONESTY IN GOVERNMENT.
Day of Prayer for
Touhairangi in Wellington
Sunday 24 April 2006
We are praying for the Prime Minister, Ministers
and all those who are involved in the Government
of New Zealand.

CAUTION

**THIS SIGN HAS
SHARP EDGES**

DO NOT TOUCH THE EDGES OF THIS SIGN





Choose
your spot







Hypotheses (I)

- Participative-delegative leadership fosters idea generation, but directive leadership is needed for idea integration. Innovation is a function of both idea generation and idea integration. Hence, leaders must be able to assume two seemingly opposite and distinct roles in order to foster innovation. They must grant autonomy and freedoms on the one hand, and they must restrict freedoms and provide clear guidance and directions on the other. High levels of team innovation depend on whether team leaders are able to perform both of these roles.

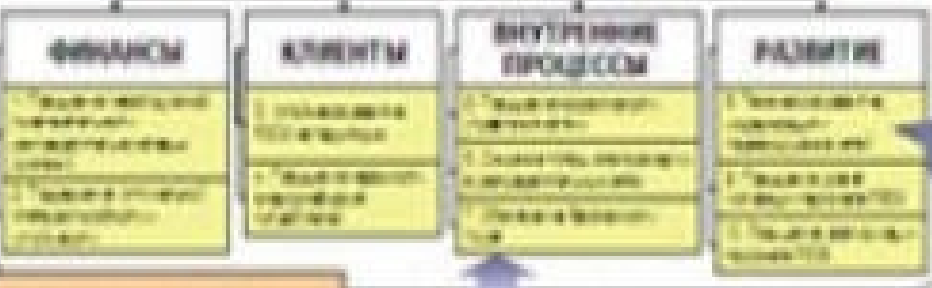
2007/11/19 09:34

МОДЕЛЬ УПРАВЛЕНИЯ РЭСК

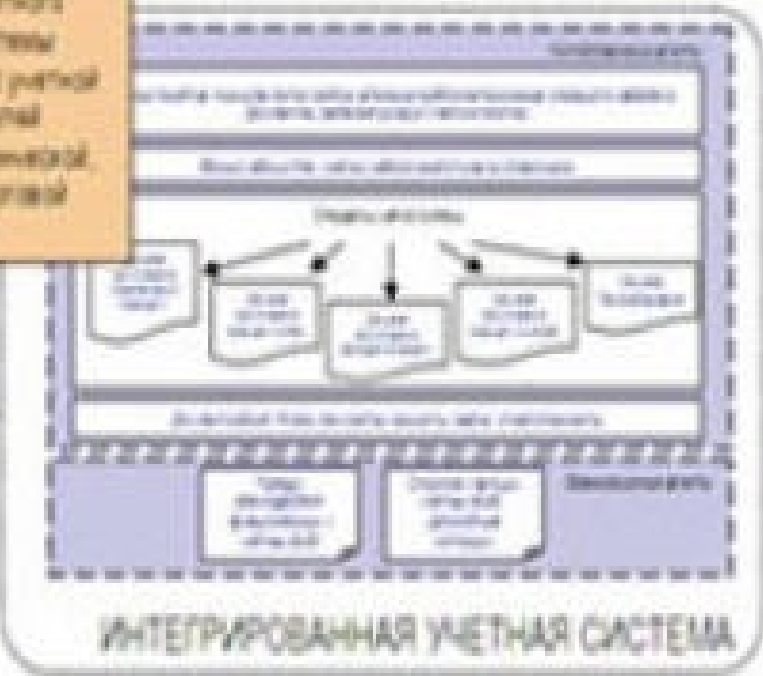


СИСТЕМА ПОКАЗАТЕЛЕЙ СТРАТЕГИЧЕСКОГО УПРАВЛЕНИЯ РЭСК

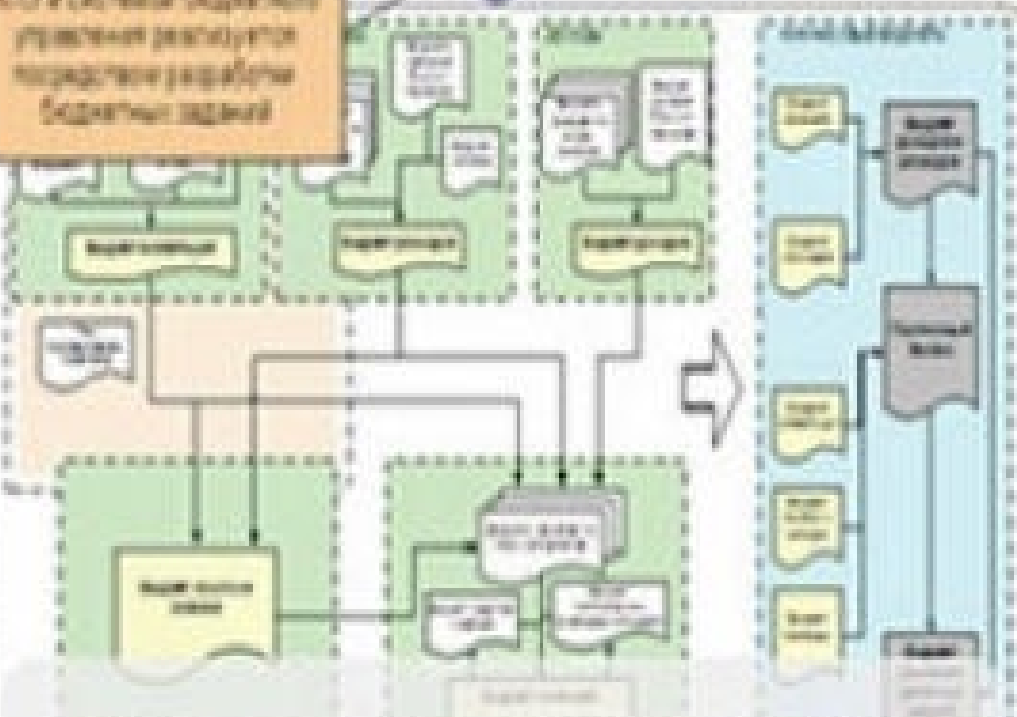
Создание высокоэффективного организационного аппарата требует контроля на основе социально-экономических показателей



Сеть КСО, бюджетное управление и системы преобразования с учетом систем для целей составлений управленческой отчетности в единой системе

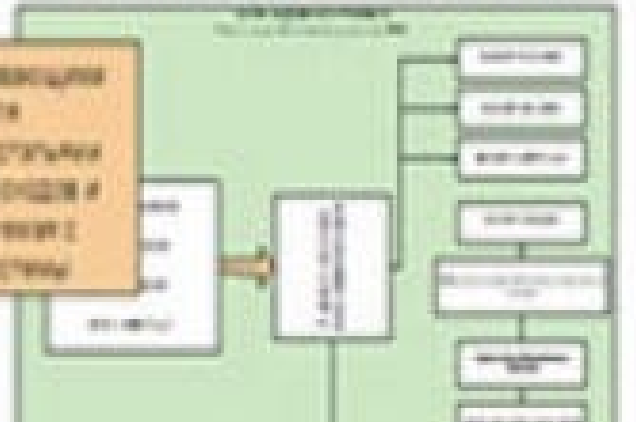


Сеть учета контроллинга КСО и систем бюджетного управления реализуется посредством разработки бюджетных единиц



СИСТЕМА ТАРИФООБРАЗОВАНИЯ

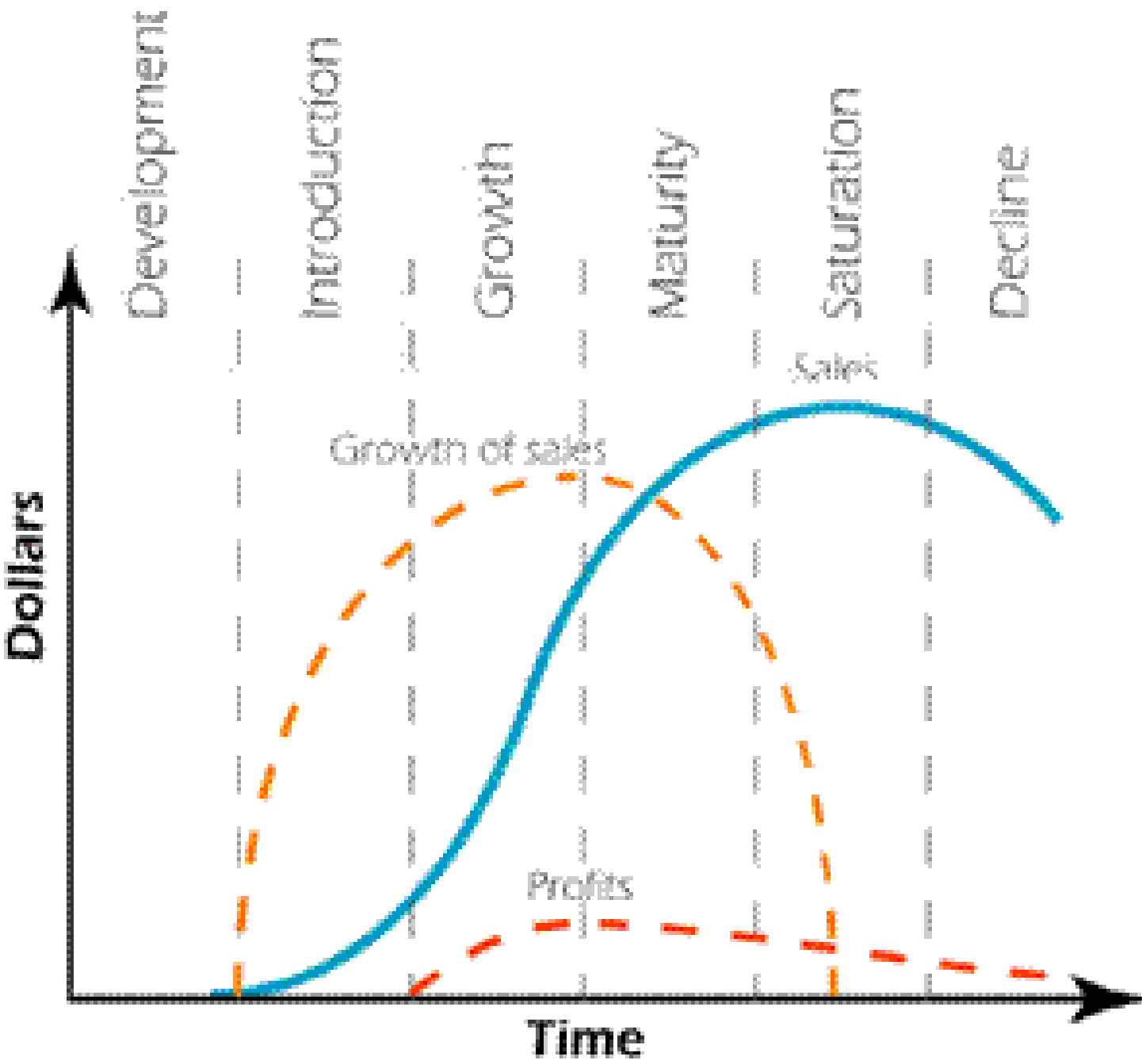
Сеть учета обоснования тарифов для преобразования в тарифы Бюджета Фонда Доход и Услуг, реализуемая с помощью единой системы

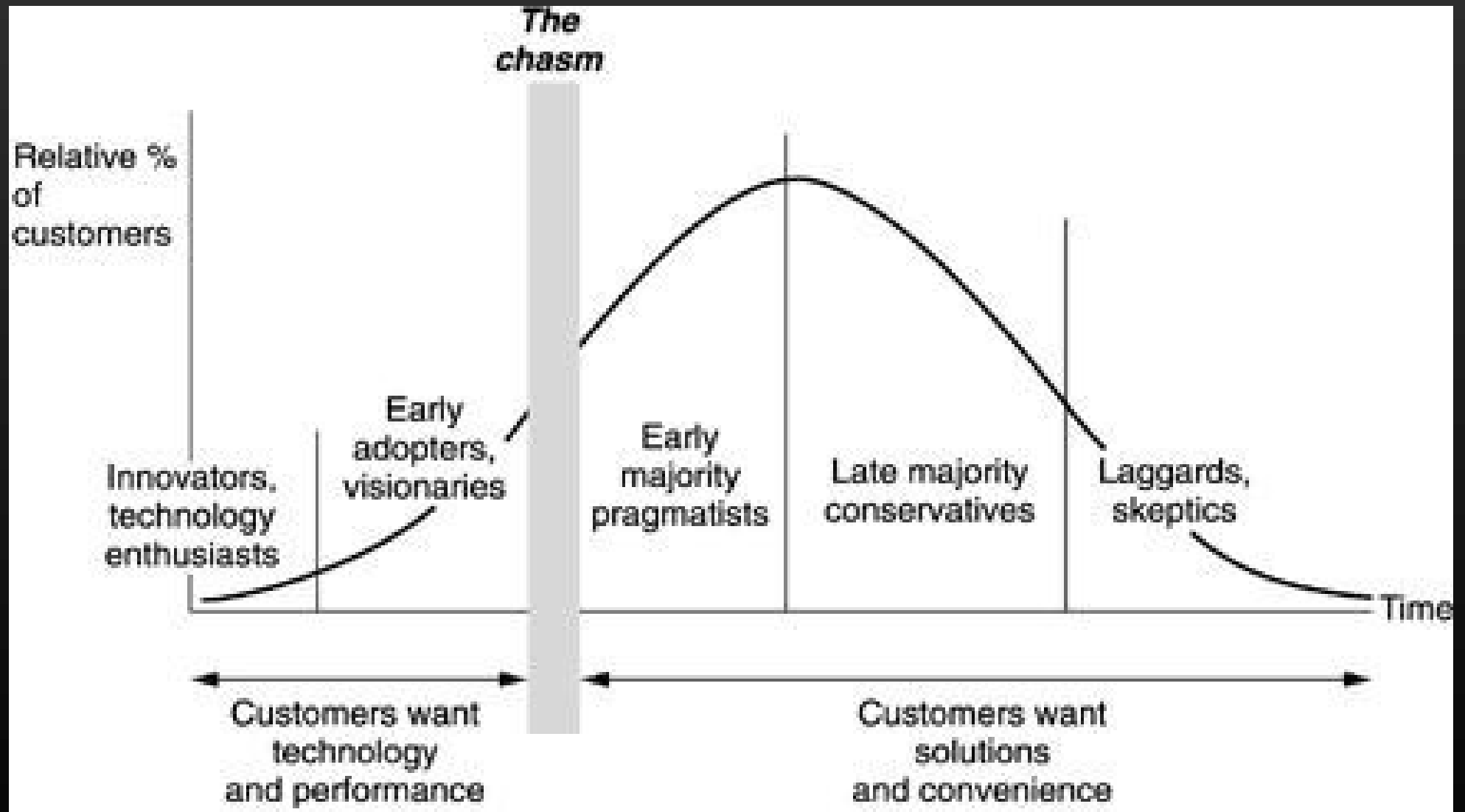






PRODUCTO
(Lets get dirty!)







Simple KISS

Complejo



Feedback



Control de versiones

A wide-angle, fisheye photograph of a cluttered office. The room features a large wooden bookshelf filled with numerous binders and books. In the foreground, a desk is completely overwhelmed with stacks of papers, some of which are scattered on the floor. A black office chair is positioned in the middle ground. Large windows on the right side of the room provide natural light. The overall scene conveys a sense of disorganization and information overload.

SVN (Control de versiones)

CVS (Control de versiones)

GIT (Control de versiones)

Google Docs (Control de docs)



Architectural floor plan of the Orpheum Tower Lobby. The plan shows various rooms and corridors with specific annotations. At the top, there are 'WARMING CARTS' and 'CO. ELEC.' labels. A note says 'BUILD UP WALL AS REQUIRED TO FIT FIRE EXTINGUISHER CLOSET'. Another note indicates 'RELOCATED ELEC. PANEL' and 'EXISTING ELEC. PANEL/RELOCATE'. The central area is labeled 'ORPHEUM TOWER LOBBY'. Below this, there are rooms labeled 'OFFICE 106', 'CORRIDOR', and 'TLT RM 107'. A note near the corridor says 'KEEP CLEAR FOR EXISTING CORRIDOR'. Dimensions like '20'-5 1/2"' are shown. There are also labels for 'MAIL BOXES', 'A-551', and 'A-552'. The plan includes a staircase with 'DN' and 'UP' directions. The bottom left corner has the text 'FLOOR PLAN'.

Planificar

"He who fails to plan, plans to fail" - Proverbio

Milestone API (1 match)

Ticket	Summary	Component	Version	Type	Owner	Status	Created
#27	API	component1		task	alex	new	12/15/08

Milestone FAIK Redesign (5 matches)

Ticket	Summary	Component	Version	Type	Owner	Status	Created
#128	Filter title through the stopword list from nltk	component1		task	alex	new	04/30/09
#129	Add code to identify proactively the language of the title	component1		task	alex	new	04/30/09
#130	Add code to retrieve the pos tagger from somewhere	component1		task	alex	new	04/30/09
#131	Add filters to isolate the basic words with meaning from the title	component1		task	alex	new	04/30/09
#132	Use wordnet to add synonyms to the indexer query	component1		task	alex	new	04/30/09

Milestone Help (10 matches)

Ticket	Summary	Component	Version	Type	Owner	Status	Created
#167	On chrome the input file element shows differently	component1		defect	alex	new	05/29/09
#169	Adding a new folder gets added with smaller font size	component1		defect	alex	accepted	05/29/09
#171	When checking config services, ignore the new pass if it's the default one	component1		defect	alex	new	05/29/09
#142	Show how much reading time you saved with Inkzee	component1		enhancement	alex	new	05/14/09
#164	Add help bubble in services (and icon to Twitter)	component1		enhancement	alex	new	05/29/09
#165	Add a back button to the Forget password screen	component1		enhancement	alex	new	05/29/09
#147	Set rounded corners in IE8	component1		task	alex	assigned	05/14/09
#156	Create an invitation system	component1		task	alex	new	05/27/09
#157	Upgrade to beta status	component1		task	alex	accepted	05/27/09
#161	Integrate a new tree structure	component1		task	alex	new	05/27/09

A photograph of a yellow crash test dummy being held by two women. The woman on the left has long dark hair and is wearing sunglasses. The woman on the right has blonde hair. They are both wearing black tank tops with a graphic of a crab. The background is outdoors with trees and a white structure. A semi-transparent black banner is overlaid on the image, containing the text 'Test, test, test!' and a quote by Thomas Edison.

Test, test, test!

"The successful person makes a habit of doing what the failing person doesn't do." - **Thomas Edison**

A man with dark hair and a beard, wearing a blue shirt, is shown in profile, looking intently at a laptop screen. The background is a solid, vibrant red. The text "Atención al cliente" is overlaid in white on a dark red horizontal band across the middle of the image.

Atención al cliente

REDBREAST '08



**COMPLAINTS
DEPARTMENT**

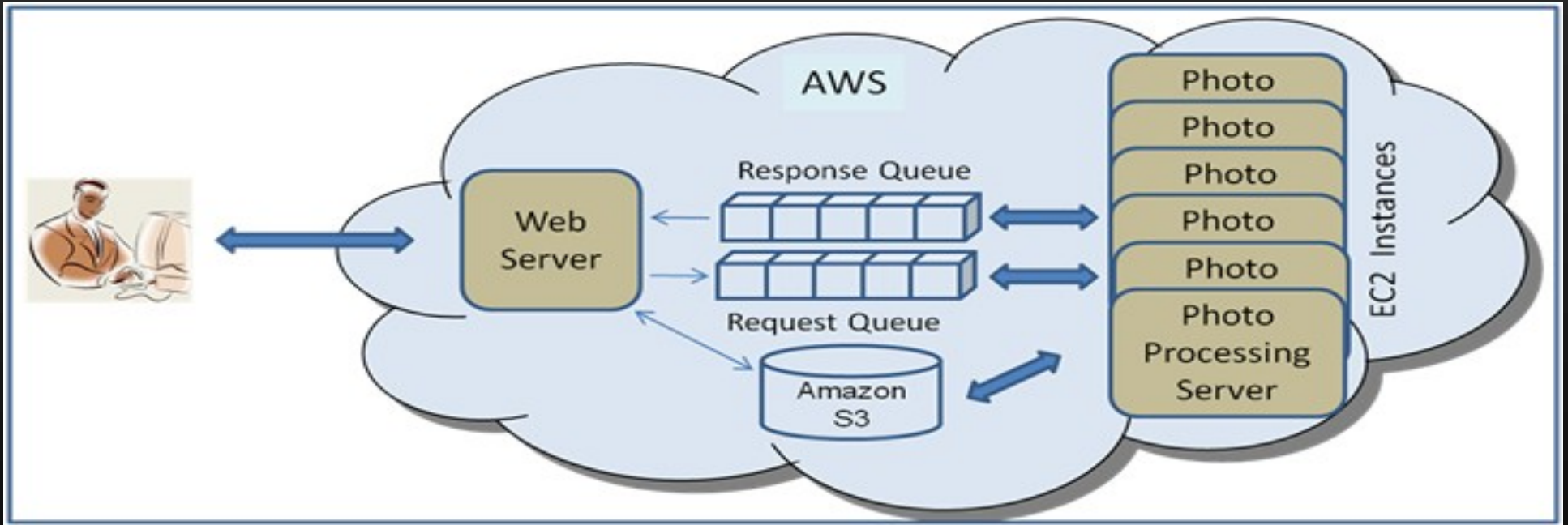
A black and white photograph of a desk in a dimly lit room. On the desk, there are two computer monitors. The monitor on the left is broken, with its top edge shattered and the screen area exposed. The monitor on the right is also broken, with its top edge shattered. Both monitors have keyboards in front of them. A mouse is visible on the desk to the right of the second keyboard. A wooden chair is positioned in front of the desk. The room is dark, with light coming from a window on the right side of the frame. The text "Backup!!!" is overlaid in large white letters at the bottom of the image.

Backup!!!

Herr Johann

Cloud Computing







THE INTERNET IS
CLOSED FOR THE
REST OF THE
DAY.

Outsourcing, ¿seguro?



MILLIONAIRE CLUB





Private Equity vs. Venture Capital





B
R
E
A
K

E
V
E
N

¿Cuanto vale una empresa con 100 acciones si puedo comprar un 20% por 2 euros?









LAW

LAW

LAW

LAW

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FORMACIÓN PARA EMPRENDEDORES

Compartimos nuestra experiencia para apoyar a profesionales en sus distintas iniciativas y en sus carreras profesionales.

1 Iniciativas propias.
[+ información](#)

2 Colaboraciones.
[+ información](#)

Guías prácticas

Los siguientes documentos son una muestra del material empleado que ofrecemos bajo licencia [Creative Commons](#) .

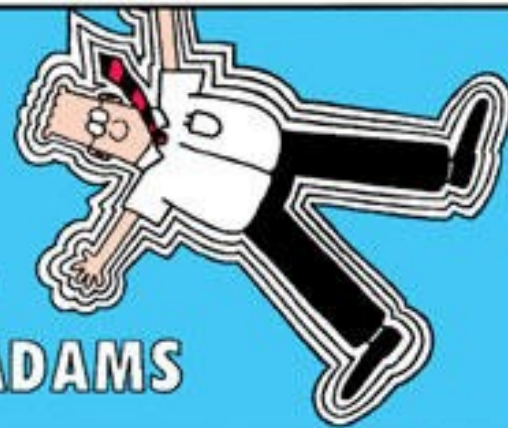
Crash Course Burocrático para emprendedores

- [10 preguntas para decidir si constituir tu empresa debe esperar](#): Esta guía práctica explora las preguntas que debe hacer todo emprendedor para analizar si es el momento apropiado para constituir burocráticamente su empresa o es recomendable continúe sin hacerlo o funcione como autónomo, hasta se superen algunos hitos.
- [Constituye tu empresa en 10 pasos](#): Esta guía práctica describe la opción más sencilla para crear una sociedad limitada, el tipo más común de empresa, en la Comunidad de Madrid. Sólo tienes que seguir las instrucciones y rellenar los campos en gris para resolver los trámites burocráticos, que llevarán de 2 a 4 semanas y costarán 350-400 EUR.
- [Consigue tu firma digital de autónomo en 3 pasos](#): Esta guía práctica describe la manera más sencilla para conseguir la firma electrónica que te permita cumplir con las obligaciones burocráticas de ser autónomo sin desplazamiento.
- [Consigue la firma digital de tu S.L. en 5 pasos](#): Esta guía práctica describe la manera más sencilla para conseguir la firma electrónica que te permita cumplir con las obligaciones burocráticas de tu Sociedad Limitada sin desplazamiento.
- [Resuelve el papeleo de autónomo en 5 pasos](#): Esta guía práctica describe la manera más sencilla para cumplir con las obligaciones fiscales resultantes de ser autónomo en la Comunidad de Madrid. Sólo tienes que seguir las instrucciones y rellenar los campos en gris para resolver los trámites burocráticos. Este procedimiento asume que tienes firma digital de tu empresa
- [Resuelve el papeleo de tu S.L. en 5 pasos](#): Esta guía práctica describe la manera más sencilla para cumplir con las obligaciones fiscales tu tu SL en la Comunidad de Madrid. Sólo tienes que seguir las instrucciones y rellenar los campos en gris para resolver los trámites burocráticos. Este procedimiento asume que tienes firma digital de tu empresa
- [Plantilla Excel para llevar cuentas S.L.](#) Esta hoja de cálculo ha sido preparada para que tengas una plantilla que simplifique el proceso contable de tu empresa
- [Calculadora Precio por Hora y sueldo autónomo](#): Esa hoja de cálculo te permite calcular cuanto debes cobrar por hora para lograr tu sueldo objetivo como autónomo



DILBERT®

BY
SCOTT ADAMS



I FEEL AN EVIL WIND BLOWING MY WAY.

E-mail: SCOTTADAMS@AOL.COM



MY SOUL IS FILLING WITH DARKNESS... SUDDENLY I AM COLD, OH, SO COLD.



CATBERT: EVIL DIRECTOR OF HUMAN RESOURCES

HELLO-O-O, ASOK.

© 2005 Scott Adams, Inc./Dist. by UFS, Inc.



GAAA!!! WHAT ARE YOU DOING HERE?!!

IT'S TIME FOR THE ANNUAL EMPLOYEE SATISFACTION SURVEY.



PERHAPS I OVER-REACTED. I DON'T SEE HOW THIS COULD POSSIBLY BE BAD.

5-19-05



IT IS EVIDENT FROM THESE QUESTIONS THAT YOU CARE ABOUT MY WELLBEING!



I LOVE THE PART WHERE THEY THINK I'M HERE TO HELP.

PURR PURR

www.dilbert.com



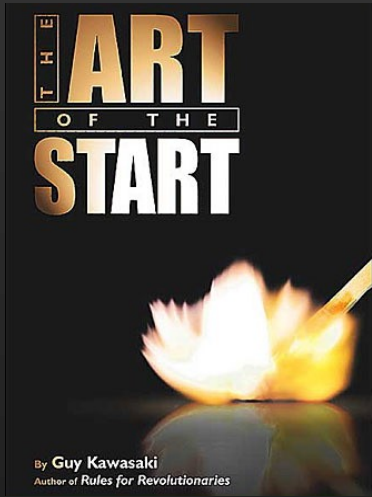
TWO WEEKS LATER

THEY'RE DELIGHTED WITH THEIR BENEFITS. IT LOOKS LIKE WE CAN SAVE SOME MONEY THERE.



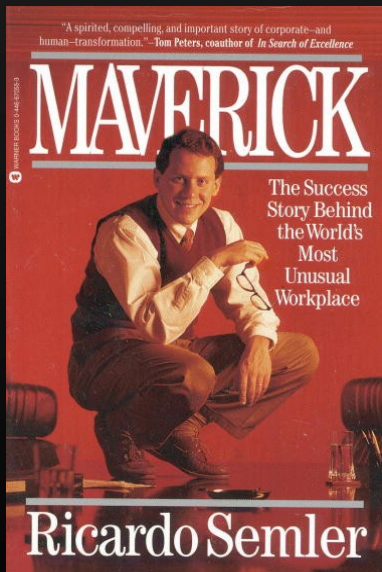
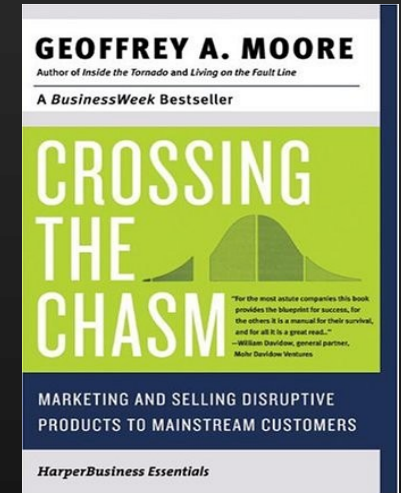
BIBLIOGRAFÍA

“It is what you read when you don't have to, that determines what you will be when you can't help it.” - Oscar Wilde



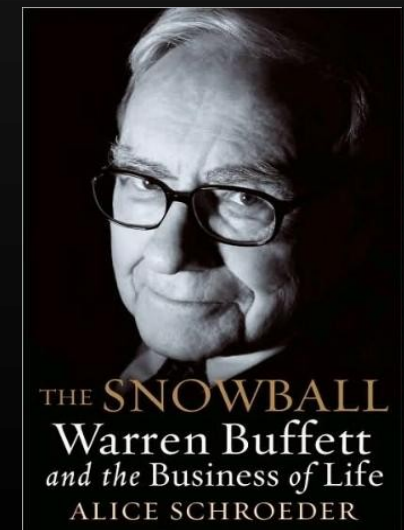
“The Art of Start” – Guy Kawasaki

“Crossing the Chasm” – Geoffrey A. Moore



“Maverick” – Ricardo Semler

“The Snowball” – Alice Schroeder



"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn."

Alvin Toffler