

# TETUAN VALLEY

STARTUP SCHOOL SPRING 2012

Week 5  
#StartSpain

IN THE END, A SPARTAN'S TRUE  
STRENGTH IS THE WARRIOR NEXT TO  
HIM. SO GIVE RESPECT AND HONOR TO  
HIM, AND IT WILL BE RETURNED

TETUAN VALLEY, APRIL 2012

# TETUAN VALLEY

STARTUP SCHOOL

#startspain

Sponsors

Collaborators

**okuri**  
building companies

**streamplatform.com**  
the cloud video company



**yo**  
respondo  
secretaría virtual

 SPIRE.IO



lentesacasa.es

Arbitratio

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scarafageo 

 GOWEXC  
.COM

#tvssv



“Before you attempt to beat the odds, be sure you can survive the odds beating you”

# MOTIVE vs MOTIVATION



**#tvssv**



#tvssv

ARE YOU WILLING TO ENDURE?



**PARTNER vs “OTHERS”**

**#tvssv**

# CHOOSE YOUR TEAM



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KEEP YOUR PARTNERSHIP UNEQUAL  
#tvssv

#tvssv



**TRUST AND COMMUNICATION**

A photograph of a man and a woman in a doorway. The man, in the foreground, is wearing a white long-sleeved shirt with puffed sleeves and a black vest. He is holding a baby in a black carrier with blue accents. He is also holding a glass of beer to his lips. A woman with short brown hair is standing behind him, looking towards the camera. She is wearing a white shirt. The background is a white door with a silver handle and a yellow intercom panel on the left. A dark, shiny bag is hanging from the man's shoulder.

**COPYCATS & FOLLOWERS**



**PRODUCT ≠ SUCCESS**

# CHOOSE YOUR WAVE

#tvssv





LOVE YOUR WORK

#tvssv

#tvssv



**SUSTAINABLE AND PROFITABLE  
MODELS vs FAIRY TALES**