



*The real investor's  
community*

**unience**

**Suscipe**  
**13-novembre-2008**



**Suscipe es un grupo de gente comprometida  
con fomentar la creación de empresas**

**Organizamos -sin ánimo de lucro- eventos  
para promover el espíritu emprendedor**



<b>Emprendedores</b>	<b>49%</b>
<b>Estudiantes</b>	<b>3%</b>
<b>Inversores</b>	<b>15%</b>
<b>Otros</b>	<b>33%</b>



**1**

**Para los inversores**

**2**

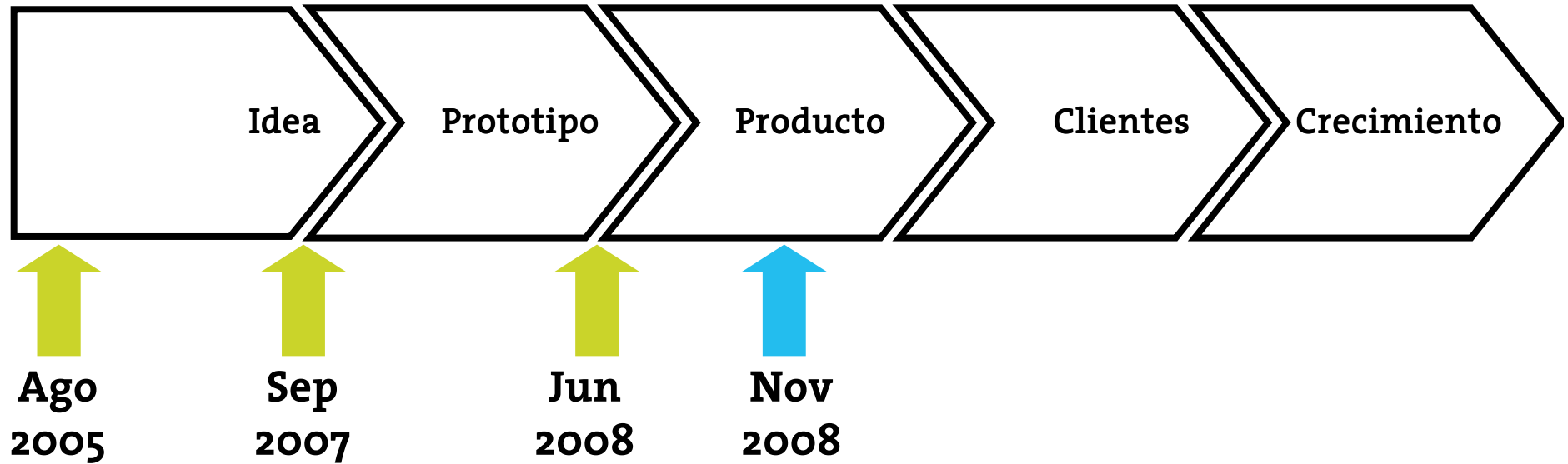
**Para los emprendedores**

**1**

**Para los inversores  
... y para los  
emprendedores**



# uniience





# La comunidad de inversores reales

Unience es la red social de inversores que comparten conocimientos e información sobre sus carteras REALES.

blog

solicitar invitación

entrar

Gestiona tus verdaderas inversiones

Comparte tus conocimientos

Compara tus carteras

¡Y es gratis!

Unience © 2008 | blog



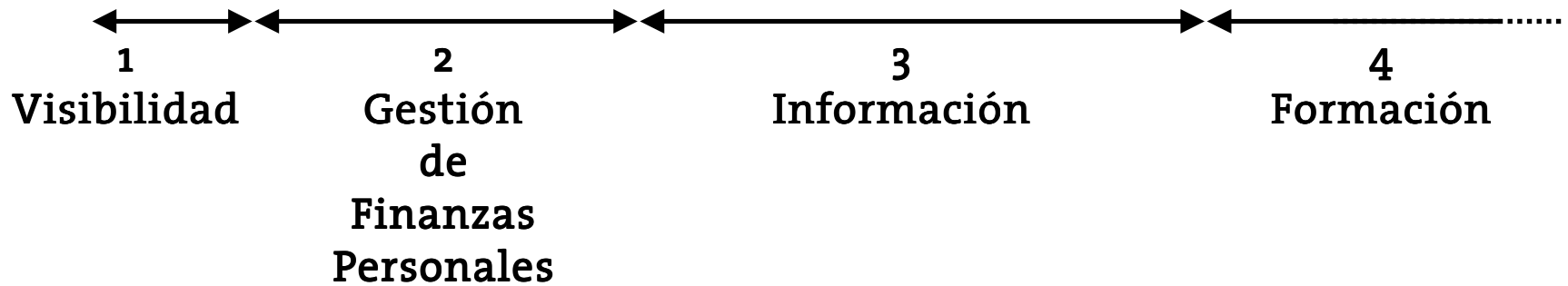
REUTERS

© Reuters Limited. Click for Restrictions.



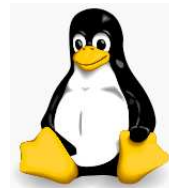
TESTED 12-NOV

# Propuesta valor para usuarios





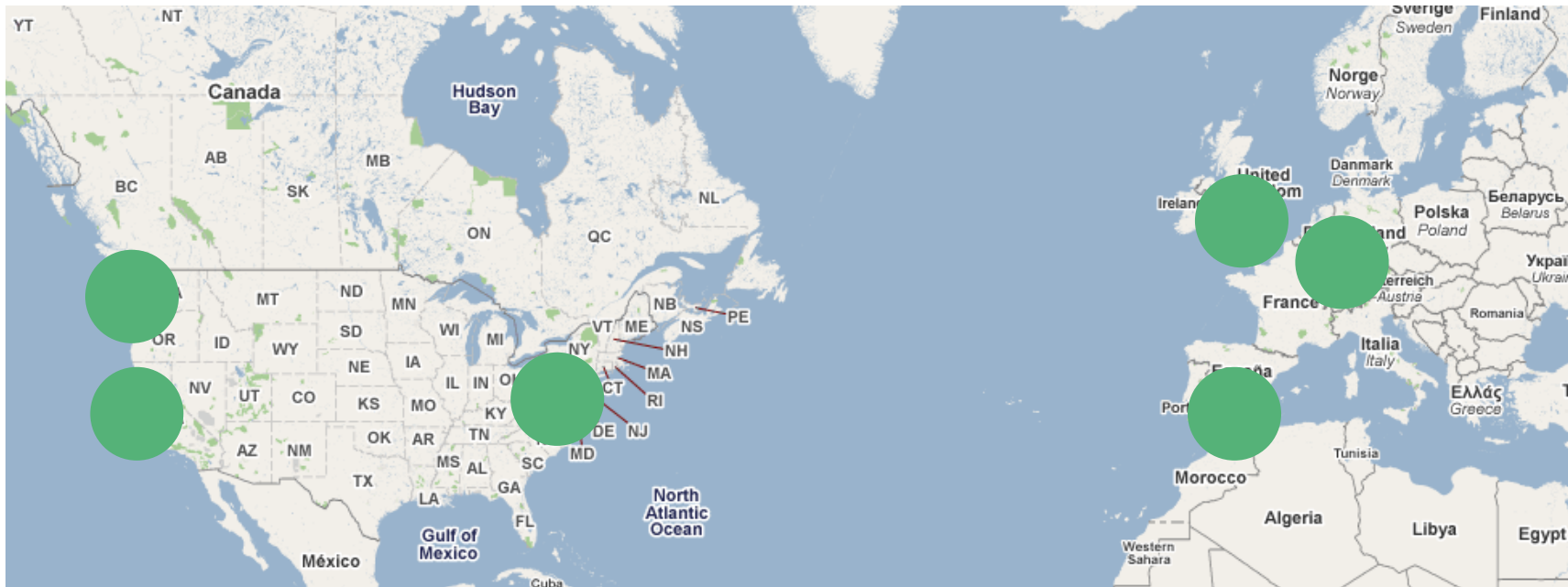
# Cash flow: Tecnología



**Struts<sup>2</sup>**



# Cash flow: Tecnología



**2**

**Para los emprendedores  
... y para los inversores**



# Contexto



Nicolás  
Oriol

Ingeniero industrial

3 años de becario

2 años en Banco Santander

2 años en USA – MIT (MSc)

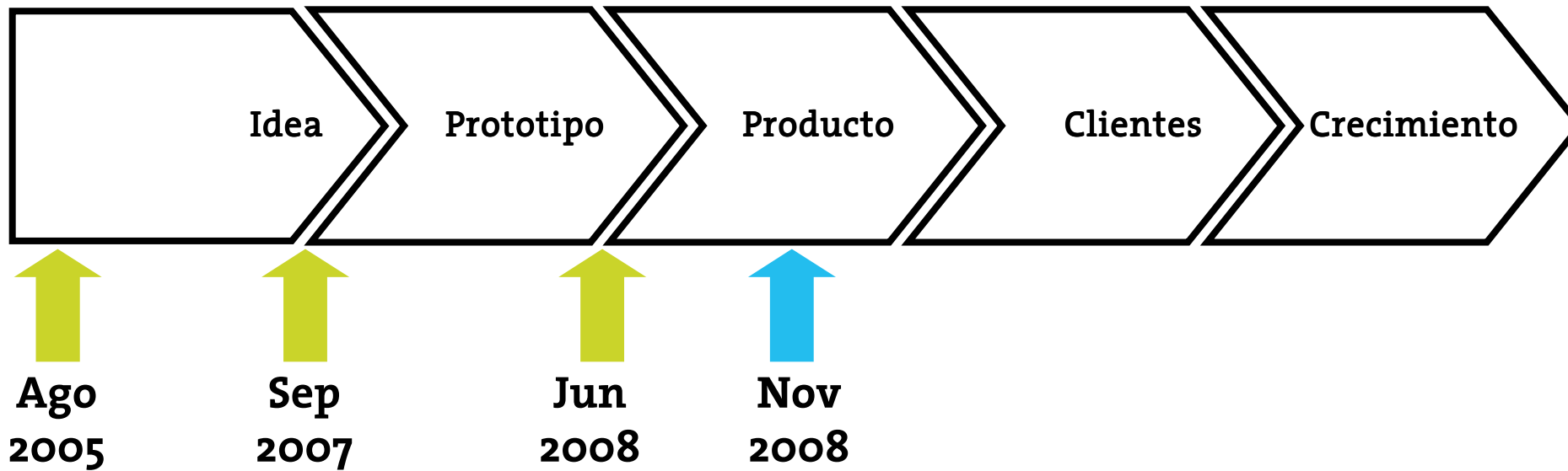
7 años en Bankinter

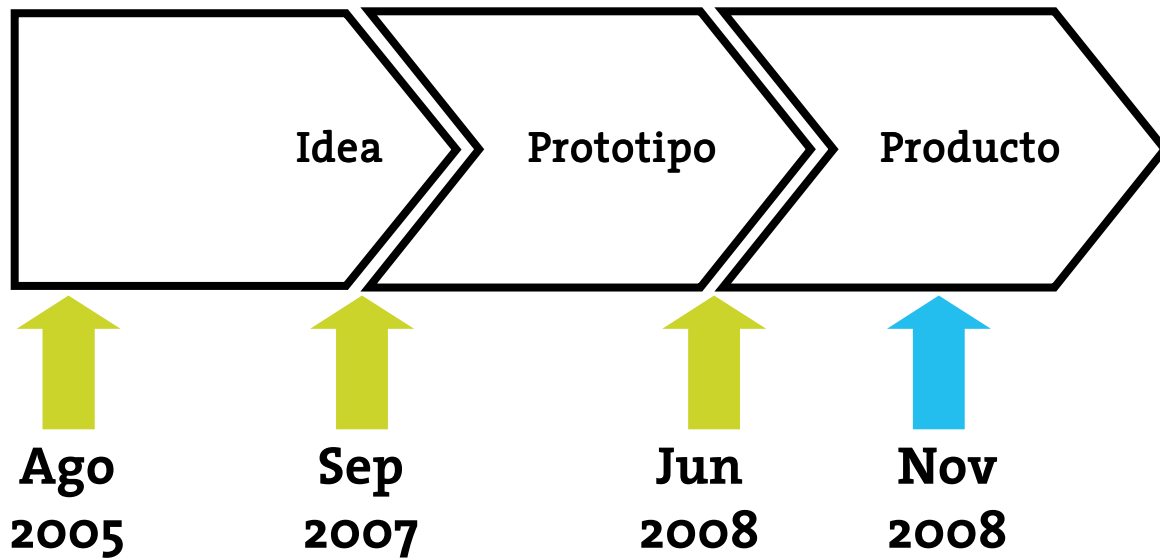
1,5 años en Unience

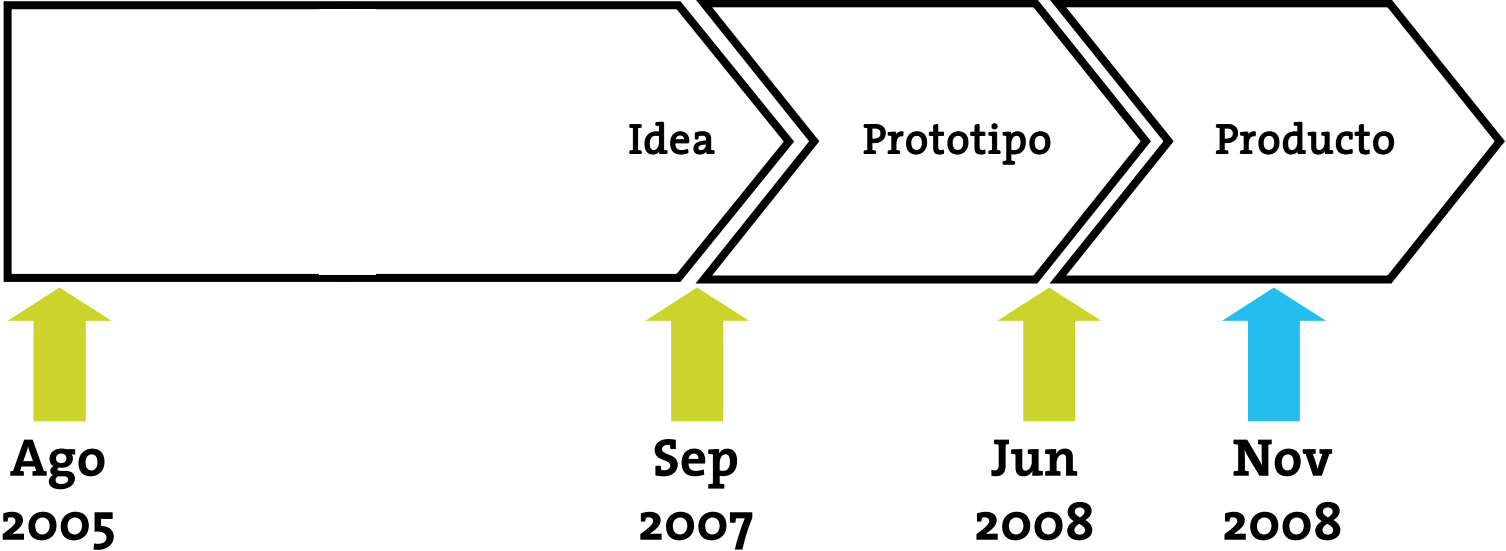
6 años de profesor de robótica

Casado, 4 hijos (casi 5), 35 años





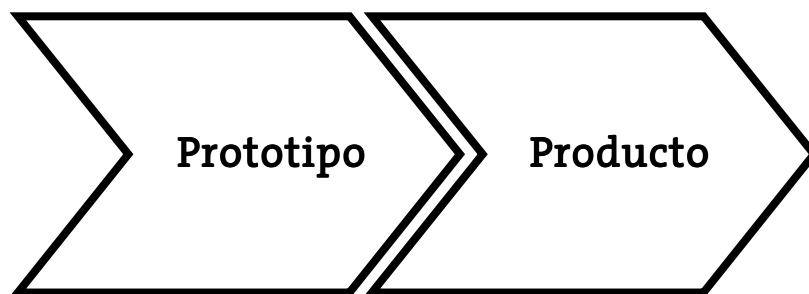






  
**Ago**  
**2005**

  
**Abr**  
**2007**



  
**Sep**  
**2007**

  
**Jun**  
**2008**

  
**Nov**  
**2008**



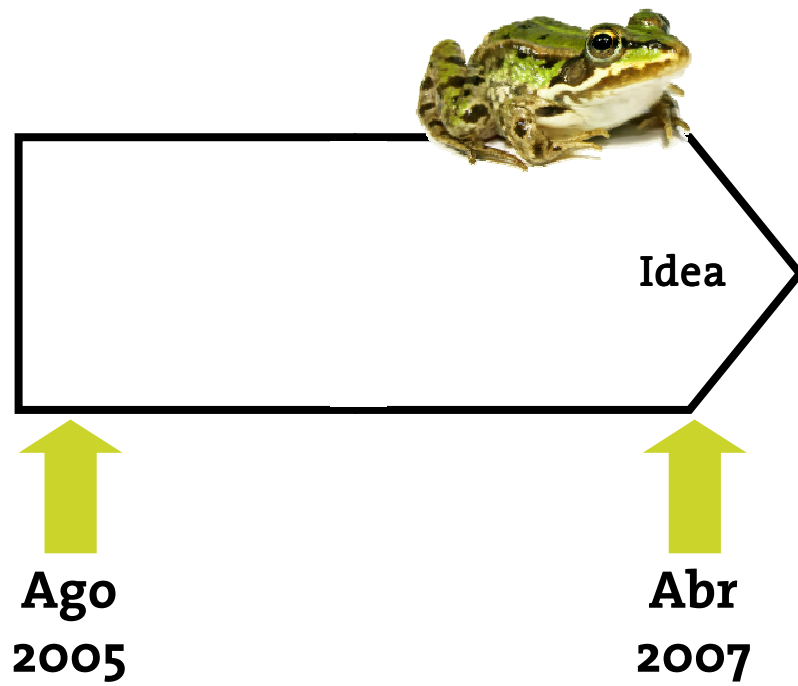
Idea

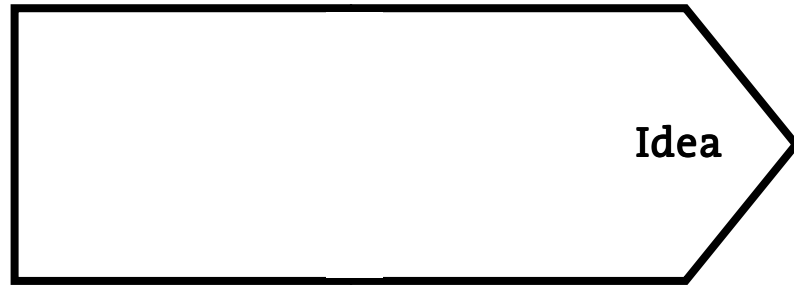


**Ago**  
**2005**



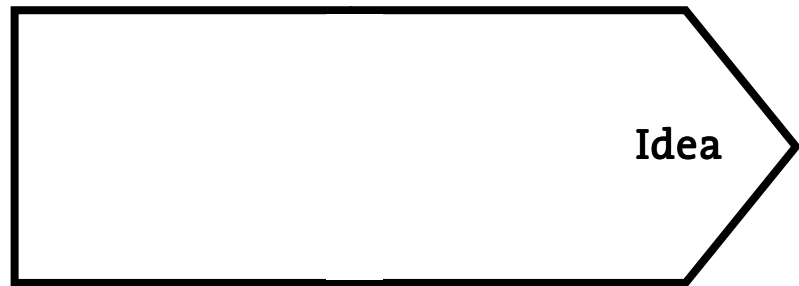
**Abr**  
**2007**





**Ago**  
**2005**

**Abr**  
**2007**



**Ago**  
**2005**

**Abr**  
**2007**





**Ago**  
**2005**

**Abr**  
**2007**





**Ago**  
**2005**

**Abr**  
**2007**





↑  
**Ago**  
**2005**

↑  
**Abr**  
**2007**





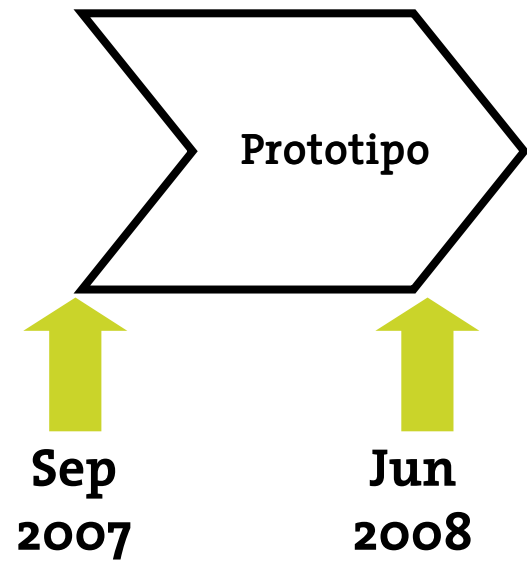
Prototipo

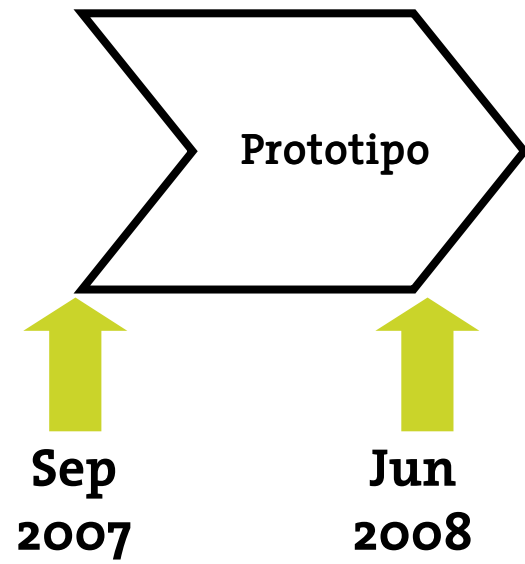


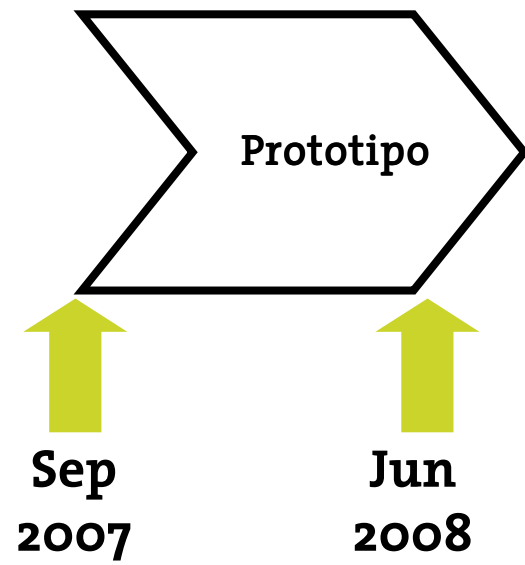
Sep  
2007

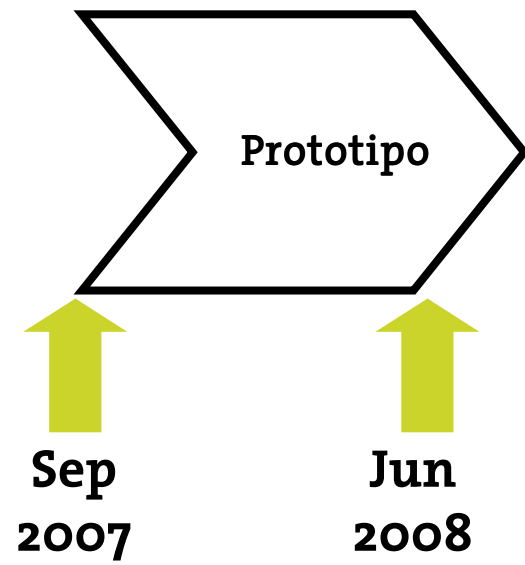


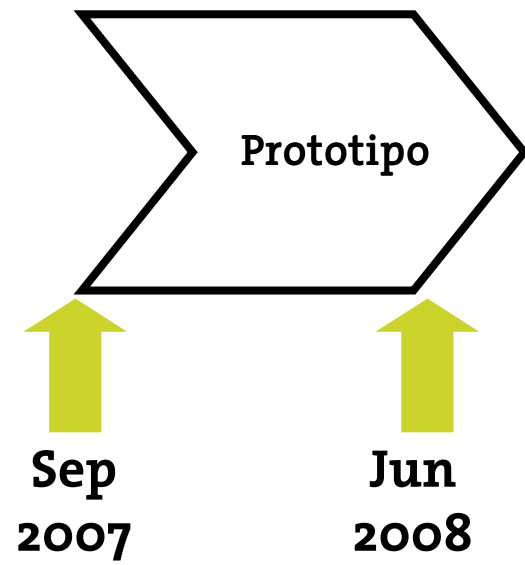
Jun  
2008

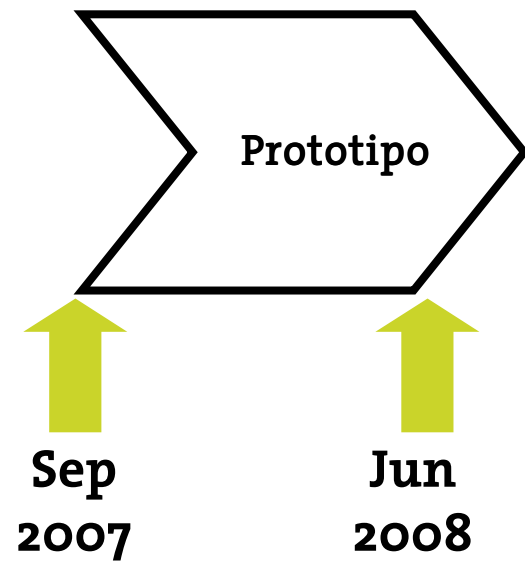


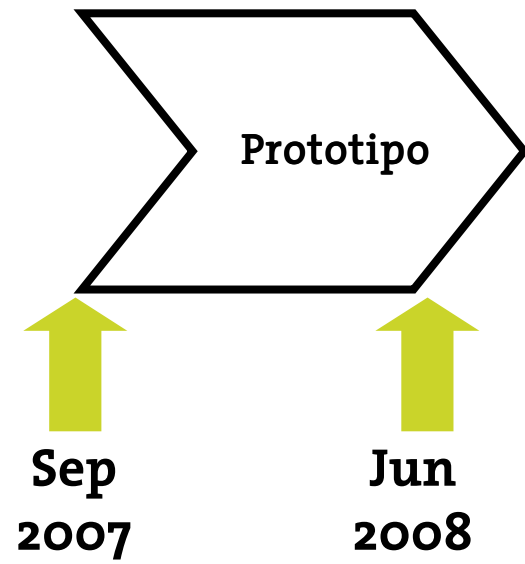














ave



# **Innovación y Start-ups**

The second bounce of the ball. Ronald Cohen, 2007

Founders at work. Jesica Livingston, 2007

Innovation and entrepreneurship. Peter Druker, 1986

The monk and the riddle. Randy Komisar, 2000

Reality Check. Guy Kawasaki, 2008

The art of the start. Guy Kawasaki, 2004

# **Innovación y Start-ups**

Crossing the chasm. Geoffrey Moore, 1991

The art of innovation. Tom Kelley, 2001

The ten faces of innovation. Tom Kelley, 2005

The innovator's dilemma. Clayton Christensen, 1997

Democratizing Innovation. Eric Von Hippel, 2006

The dip. Seth Godin, 2007

# **Estrategia y Gestión**

What is strategy?. Michael Porter, 1996

Strategy and the Internet. Michael Porter, 2001

Classic Drucker. Peter Drucker, 2006

Management (Revised ed). P. Drucker Lit Trust, 2008

Leading change. John Kotter, 1996

Blue ocean strategy. W. Chan Kim, 2005

# **Estrategia y Gestión**

The five most important questions you will ever ask about your organization. Leader to leader Institute, 2008 (P. Drucker)

The daily Drucker. Peter Drucker, 2004

Good to great. Jim Collins, 2001

The goal. Eliyahu Goldratt, 1987

# **Colaboración masiva, innovación colectiva**

Linked. Albert-Laszlo Barabasi, 2003

The tipping point. Malcolm Gladwell, 2000

Groundswell. Charlene Li, 2008

Tribes. Seth Godin, 2008

The wisdom of crowds. James Surowiecki, 2004

Critical mass. Philip ball, 2005

The long tail. Chris Anderson, 2006

Wikinomics. Don Tapscott, 2006

# **Finanzas e inversiones**

The number. Lee Eisenberg, 2006

Fooled by randomness. Nassim Taleb, 2004

The black swan. Nassim Taleb, 2007

# Gestión de proyectos

Agile Software Development with Scrum. Ken Schwaber, 2001

Scrum and XP from the Trenches. Henrik Kniberg, 2007

Getting real. 37Signals, 2006

# Otros

The search. John Battelle, 2005

Blink. Malcom Gladwell, 2005

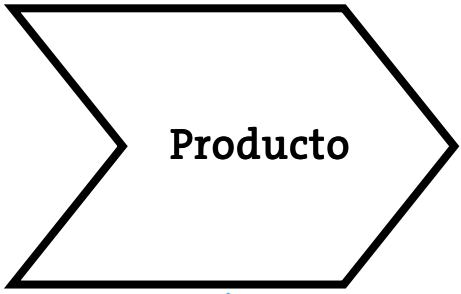
Predictably Irrational. Dan Ariely, 2008

Steve Jobs en Stanford, 2005 (<http://www.youtube.com/watch?v=UF8uR6Z6KLc>)

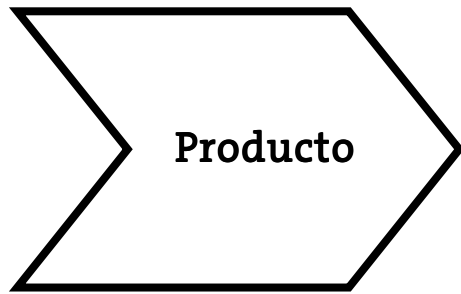
ave





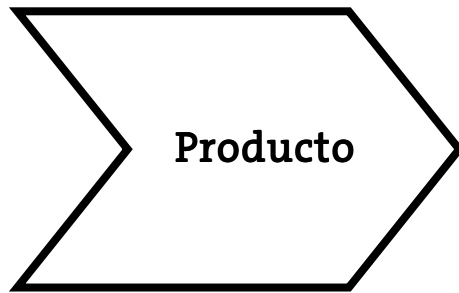


**Nov  
2008**

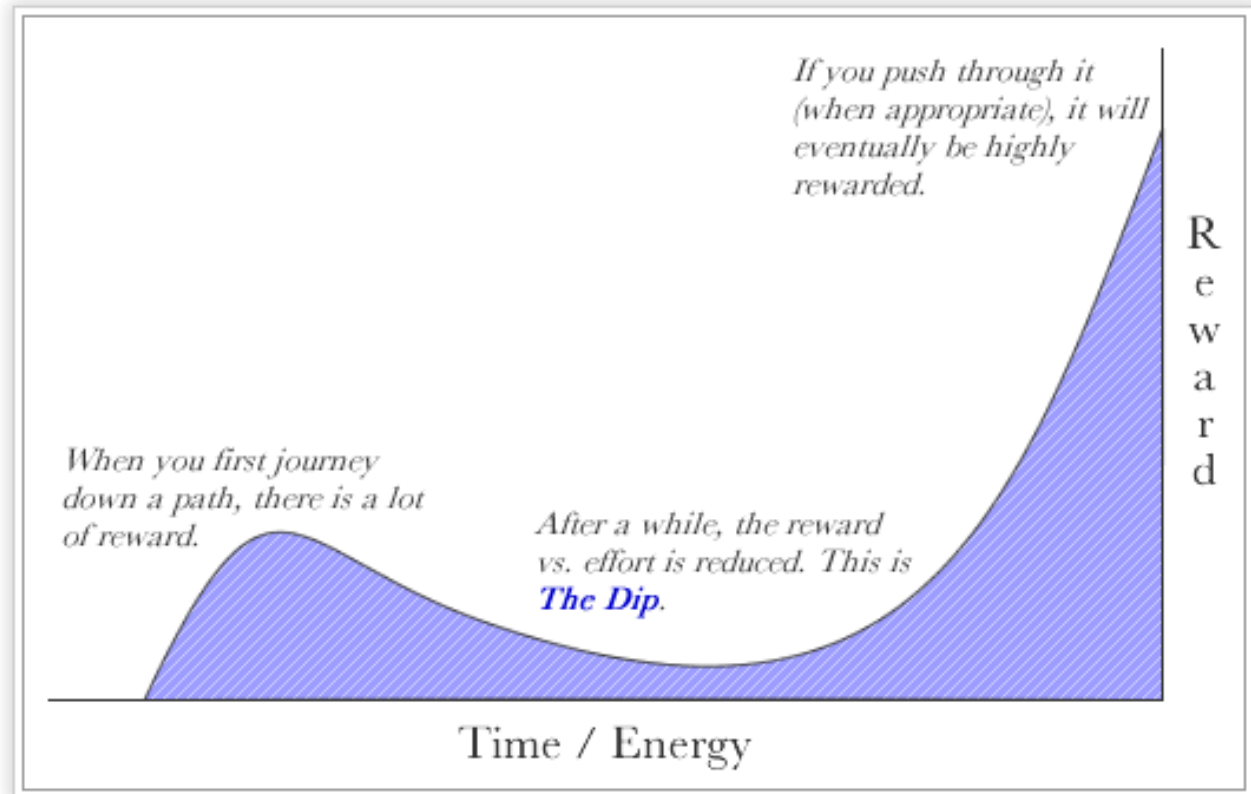


**Nov  
2008**

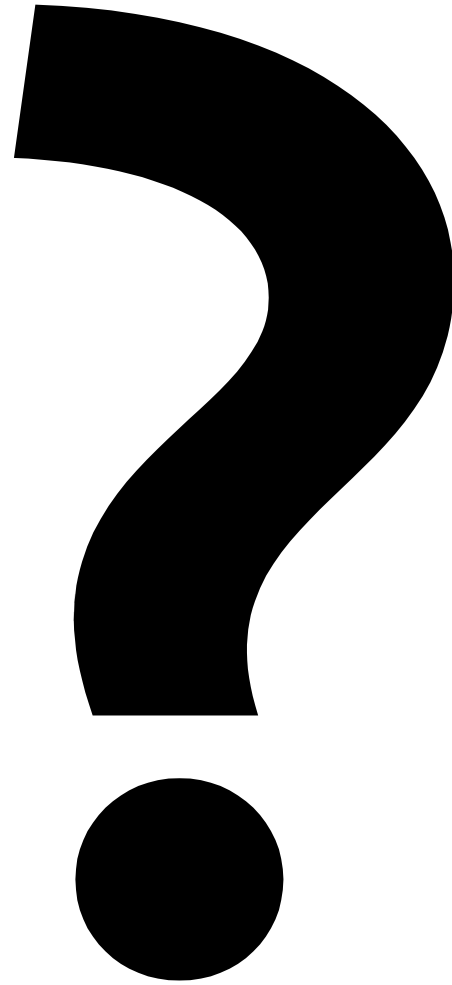




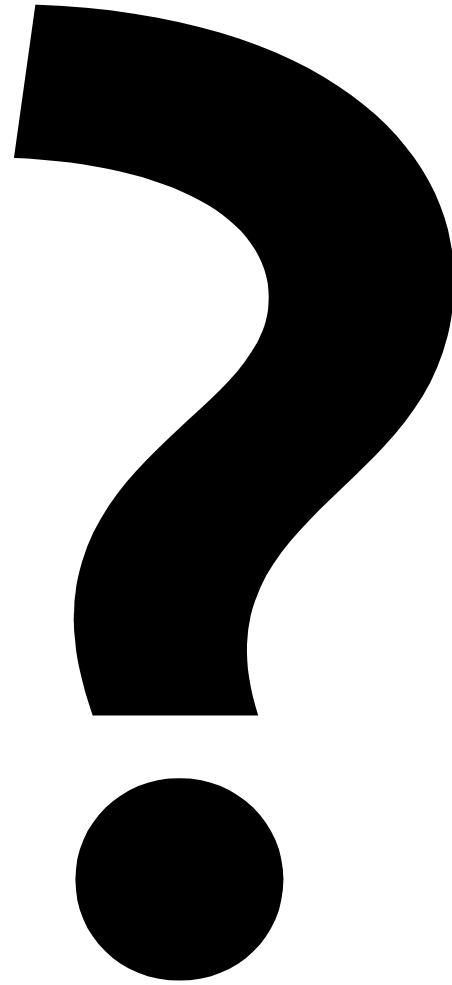
Nov  
2008



**The Dip. A Little Book That Teaches You When To Quit (And When To Stick)**  
Seth Godin



















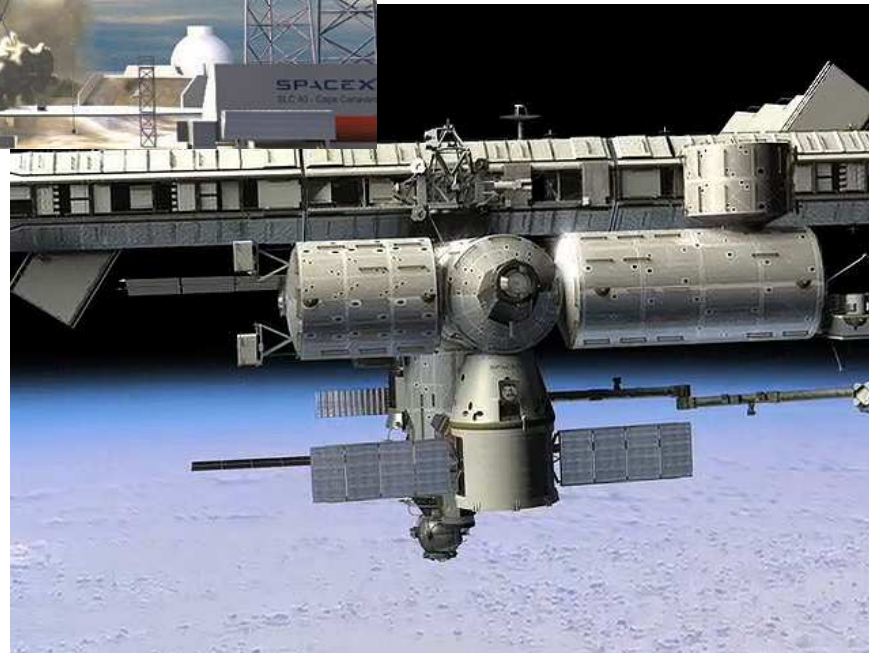
**Now in Production**

The Tesla Roadster:

- 100% electric
- 0 to 60 mph in 3.9 seconds
- 14,000 rpm redline
- Burns no oil\*
- 244 miles per charge\*
- Pennies per mile\*

A top-down perspective of a person driving a red Tesla Roadster on a road. The driver's hands are on the steering wheel, and the road ahead is blurred to convey a sense of speed. The car's interior and exterior details are visible from above.

[www.teslamotors.com](http://www.teslamotors.com)



[www.spacex.com](http://www.spacex.com)



[www.solarcity.com](http://www.solarcity.com)

# Elon Musk



**PayPal**

**SPACEX**



 **SolarCity**

**Look for the future...**

**that has already  
happened**

**Peter Drucker**

**It is not...**

**how can I achieve?**

**It is ...**

**how can I  
contribute?**

**Just go out  
and  
make yourself useful**

**Peter Drucker**

**Don't tell me you  
enjoyed this,  
tell me what you will  
do differently  
tomorrow.**

**Peter Drucker**

# Gracias

[nicolas.oriol@unience.com](mailto:nicolas.oriol@unience.com)

<http://www.unience.com>

<http://blog.unience.com>

<http://www.linkedin.com/in/noriol>