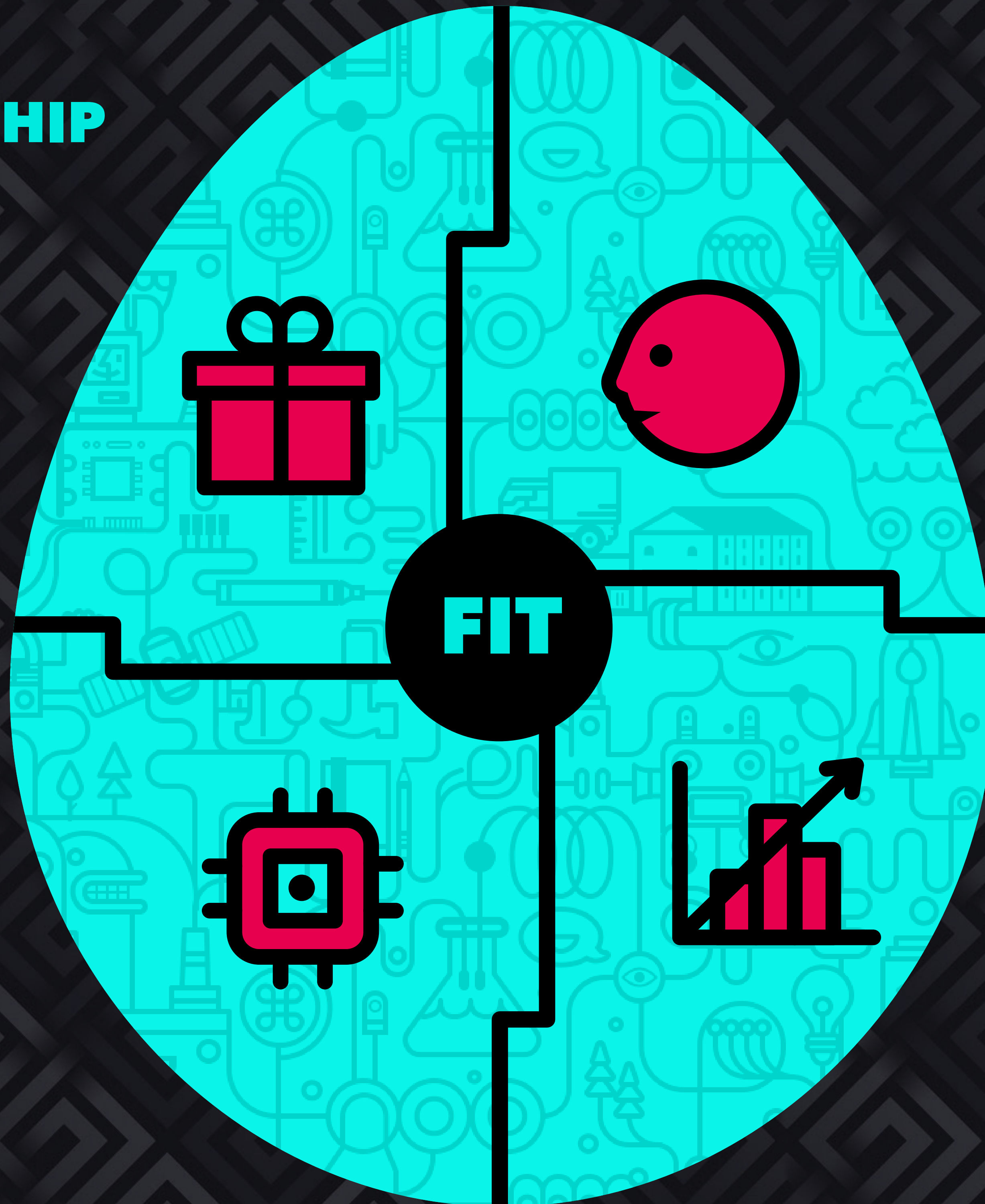
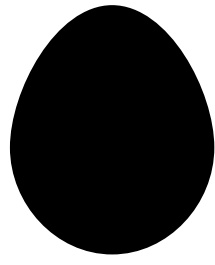


**SHELL FOR
SCIENTIFIC
ENTREPRENEURSHIP**
PLAYBOOK





Brazil and other developing countries are experiencing an entrepreneurial boom that is changing industries such as finance, education, health, and logistics, among others. The growth of the entrepreneurial ecosystem rests on two pillars: the expansion of new venture finance and the creation of large numbers of promising startups. One depends on the other: startups need capital to scale, and investors seek promising opportunities offered by a deep pool of qualified startups.

Entrepreneurship education plays an important role in expanding the pool of promising startups by training entrepreneurs on how to evaluate business opportunities, how to design scalable business models, and how to accelerate the process of customer discovery and business model validation. Entrepreneurial education programs can also inspire new generations of entrepreneurs in schools, universities, incubators, and local communities.

Entrepreneurial education has undergone a revolution over the past ten years. In the past, entrepreneurship was taught using methods that were more appropriate for large or mature companies: business plans, case studies, financial analysis, and so on. However, the main objective of an early stage venture is quite different: to identify a scalable business model that addresses a fundamental customer need. This requires very different methods: experimentation, hypothesis testing, and customer discovery. The Lean Startup approach provides structured processes and frameworks for this kind of experimentation.

Expanding on the Lean Startup methodology and best practices, the Scientific Entrepreneurship Playbook provides a comprehensive framework for training new entrepreneurs, centered on the most fundamental aspect of science: hypothesis testing and experimentation. To develop the Scientific Entrepreneurship Playbook, the team draws from their extensive experience in entrepreneurial education, startup creation, and engineering. The program is also anchored at the University of São Paulo Polytechnic School (Poli-USP), one of the centers of excellence in Latin America for engineering and entrepreneurship, and located within the most important entrepreneurial hub in the region.

I'm honored by the invitation to introduce the program, which builds on many of the pedagogical principles developed here at the University of California, Berkeley. The Scientific Entrepreneurship Playbook will train and inspire a new generation of entrepreneurs, contributing to the continued growth of entrepreneurial ecosystems in Brazil and elsewhere.

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