



2 .WHAT IS THE PLAYBOOK? WHO IS IT FOR?

Entrepreneurship is a way of life for the authors. Marcos began his first business venture in 1988, Artur in 2011, and Diogo in 2010. Experience is invaluable!

Together or separately, over the last 20 years the authors have followed the evolution of methodologies, techniques and tools that support the establishment of new business ventures. The evolution that occurred in this period has been particularly important for technology initiatives, and even more so for those involving physical products. This playbook is the outcome of the authors' thinking and practice in the past five years, as leaders of undergraduate and graduate courses at the University of São Paulo (USP), as participants in the program Academic Working Capital (AWC)², at USP's Center for Entrepreneurship (NEU), and in the venture builder CAOS Focado.

We dare to call this organized process a methodology. This playbook, then, was born from the opportunity to “codify and operationalize practices practices and support the training of new coaches who follow the Scientific Entrepreneurship approach. Everything that exists needs a name, so we chose Shell for Scientific Entrepreneurship. Or S4S for short! Our inspiration came first from Professor Steve Blank and his Lean

2. A pre-acceleration program maintained by TIM Institute to build tech startups on the basis of final year projects. For more information, visit: awc.institutotim.org.br.

NB. ALL THE TOOLS DESCRIBED IN THIS BOOK HAVE BEEN TESTED IN PRACTICE

LaunchPad method, as applied by him at the US National Science Foundation's Innovation Corps (NSF I-Corps). No less important were contributions from the work of Paul Graham and Sam Altman at the accelerator Y Combinator, and Professor Bill Aulet at MIT.

Because we know that the development of a new business venture is a counterintuitive process in which real learning happens in the practice of real entrepreneurship, we believe in the need for a coach who can act as a guide throughout the learning process. Entrepreneurs do not have to be experts in entrepreneurship in order to move their initiatives forward. In addition to a methodology, it is also necessary to have a pedagogic framework that supports the coaches and accelerates the entrepreneurs as they travel the learning curve.

AND WHY RESTRICT ACCESS TO KNOWLEDGE? HERE'S THE ANSWER: A PUBLIC PLAYBOOK!

This playbook is for coaches, mentors and educators to find out about our thinking on this topic. It is also for investors, especially in the initial stages, so that they can extend their involvement beyond injecting financial capital.