# Department of Business Administration

**New Venture Creation**

**Academic Year: 2024-2025**

**Winter semester**

**Ass. Prof. Antonis Livieratos**

**Name of startups:** *Give a provisional title even if you may change it during the semester*

**Industry:** *E.g. education, software, retail*

**Team members**

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| Name | Surname | Department/  University | Student Number | mail |
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**Description of your idea** (100-150 words λέξεις)

Write a short description of your business idea no longer than two thirds of a page. Writing your idea down can help you structure your thoughts. Having a short description helps define a ‘shortcut’ to present an (often) complicated business idea. You will have to speak to many people before selling your first product and you need to find a short way to present your ‘story’.

Initially pay close attention to the specific problem you are trying to solve with your product. In turn present what you intend to sell, to whom you intend to sell it, and why you think your potential customer should buy from you. Avoid writing technical details and stay on the ‘front end’ of your business (products, markets you intend to address, value that your customers gain etc.) and not on the ‘back end’ (technologies developed, how production will be accomplished etc.). When writing, consider how you would present your project to a person who is unfamiliar with your market, product or technology.

In the framework of your short description try to find a three-to four word phrase summarizing the meaning of what you want to achieve; the “what if” of your success for your customers. In Guy Kawasaki’s words, try to write a ‘mantra’ (for more see here <https://www.youtube.com/watch?v=2A2-7_nujtA&ab_channel=duahurufo>). You may find it to be difficult at the beginning, however it is worth trying. You will probably end up changing it many times till you reach your first customers. A shortcut of your mantra could also be a metaphor. WeFarmUp for example is the ‘Airbnb for tractors’