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# IDEA VALIDATION

**AUDIOVISUAL CONTENT  
SUPPORTING DOCUMENT**



POLITÉCNICA  
"Ingeniería del futuro"

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Idea validation tries to help you to be ready to talk with an investor. Investors are not investing just in ideas, they invest in the people who are behind them.

The videos show the main things you have to take into account to success in an interaction with an investor. To be a market-oriented entrepreneur will be a good start.

## IDEA VALIDATION

The topic is structured around 1 educational video:

### Idea Validation

**Keywords:** team; customer;  
competitive advantage;  
product; investor; roadmap;  
commitment; money;  
numbers

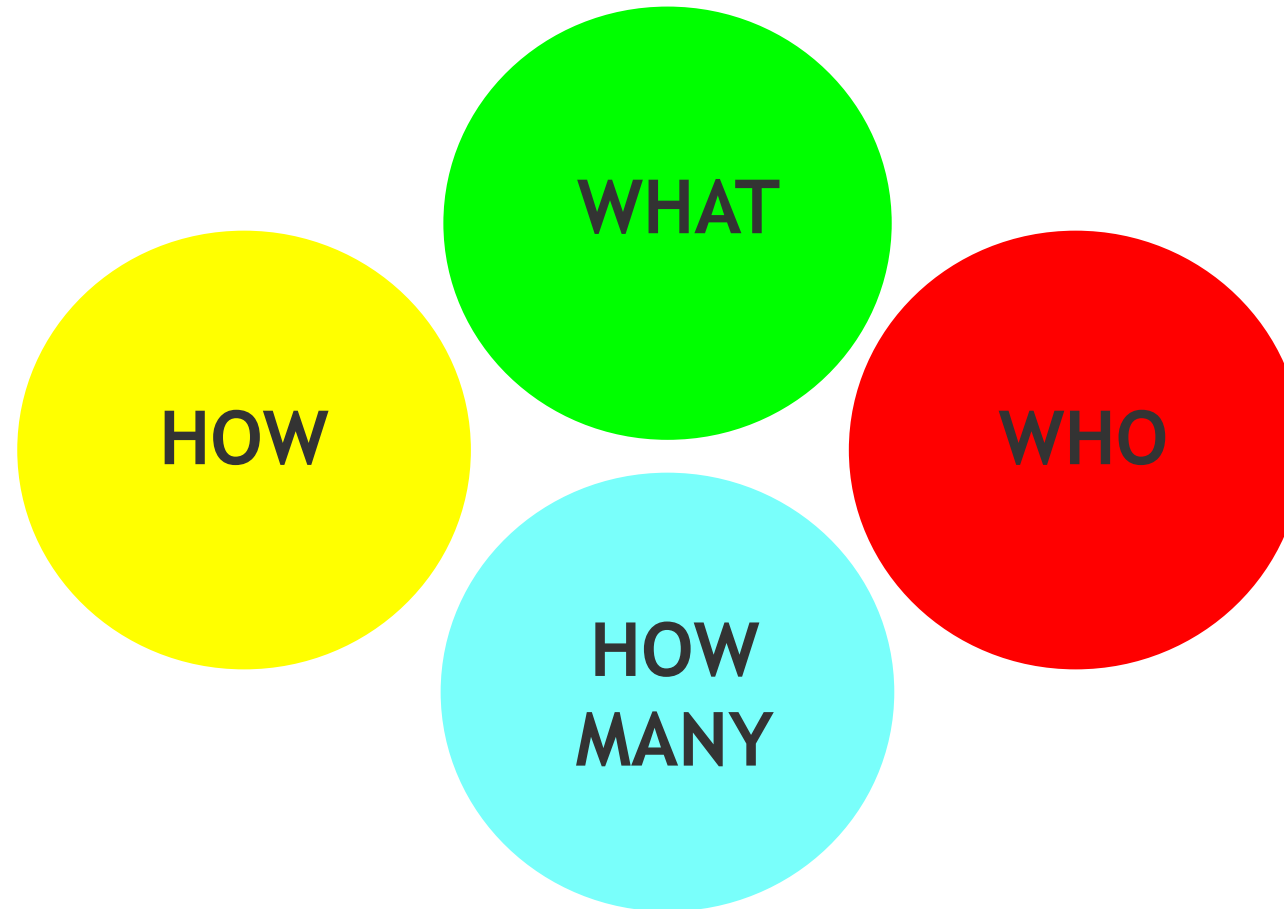
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**WHAT**

Try not to focus in your product. Be a customer-oriented and talk about the problem, who is paying now to solve it and what is your competitive advantage.

**HOW**

You do not just have an idea, you have a project so you have to talk what you have done so far and how: your roadmap.

**WHO**

Each member of your team should have differential contributions and show a real commitment with the project.

**HOW  
MANY**

Investors probably do not talk technological language. They talk about numbers. Market target size, timing, pricing... Investors understand numbers.

# Idea

# Validation

Arístides Senra holds a MSc in Industrial Engineering (2002) and a MBA (2006) both from UPM. In 2004 he got a grant to develop a project of Entrepreneurial Marketing and Sales for Technology Companies in the Massachusetts Institute of Technology.

He has worked in companies such as Indra and ABS and currently is the Director of Innovation and Entrepreneurship Programs in the Universidad Politécnica de Madrid (UPM) where in 2004 he co-founded the Business Plan Competition *actúaupm*.

Additionally, he teaches Master subjects as strategy, marketing and business opportunity and has participated in the launching of three start-ups.

He is part-time associated professor in the Industrial Organization Department at UPM.

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Check these other references for further information:

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