

Business as Mission

Lukas Hermann

Agenda

1. Nossos pioneiros faziam Business as Mission
2. Por que Business as Mission?
3. Como usar Business as Mission?
4. Quando usar Business as Mission?
5. Exemplos de Business as Mission
6. Recursos para Business as Mission

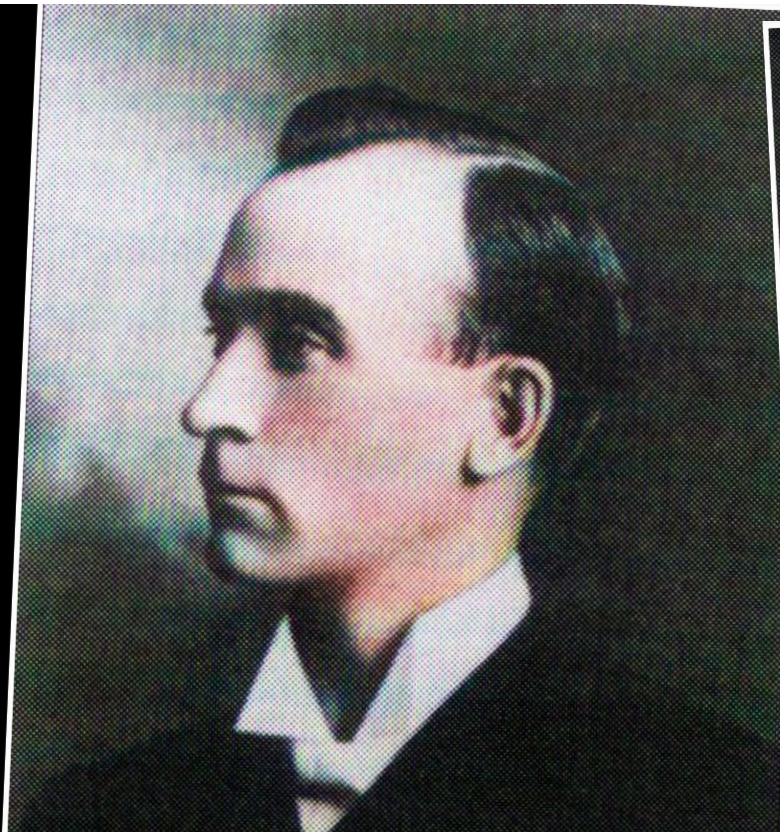
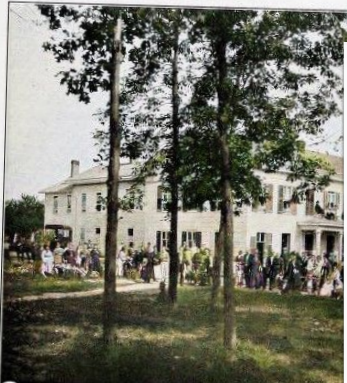
Nossos Pioneiros

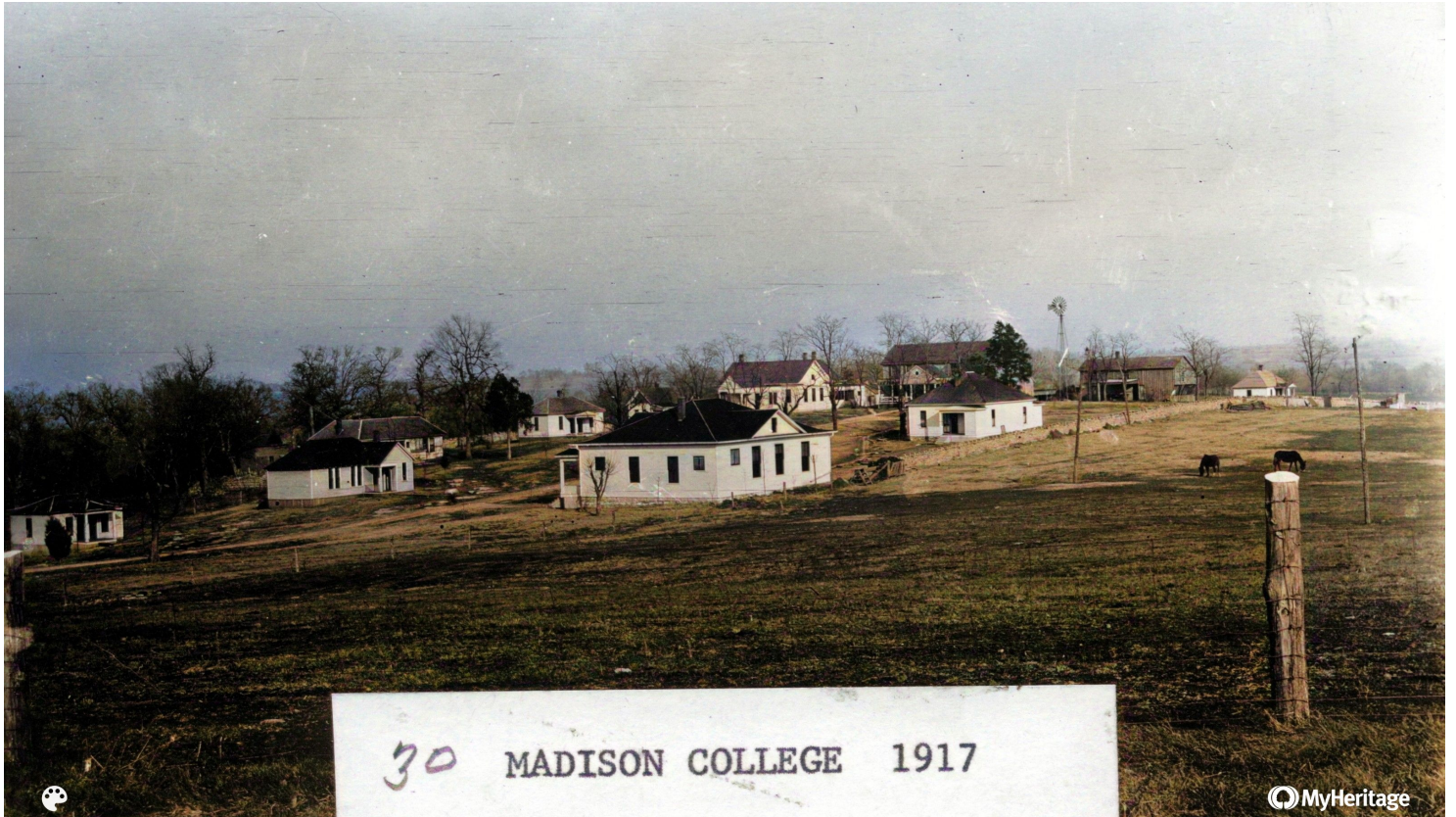
Business as Mission



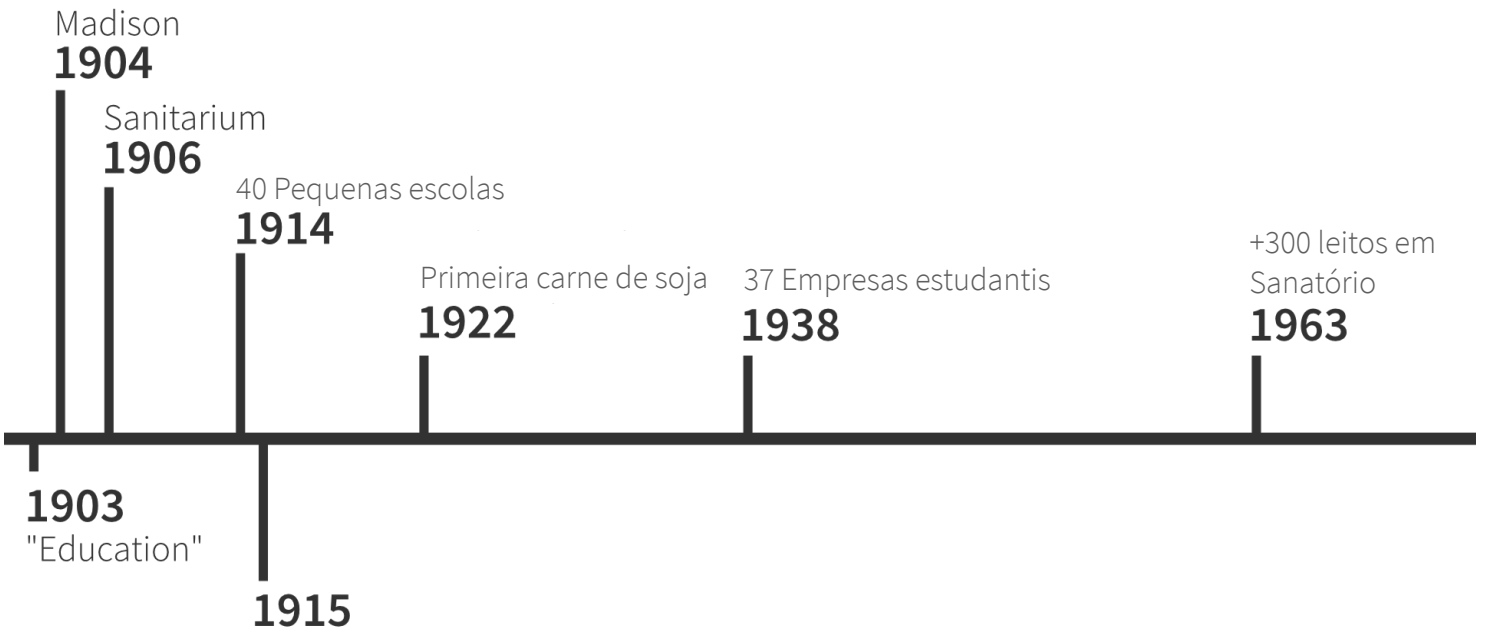


"THE WATER CURR"—1860





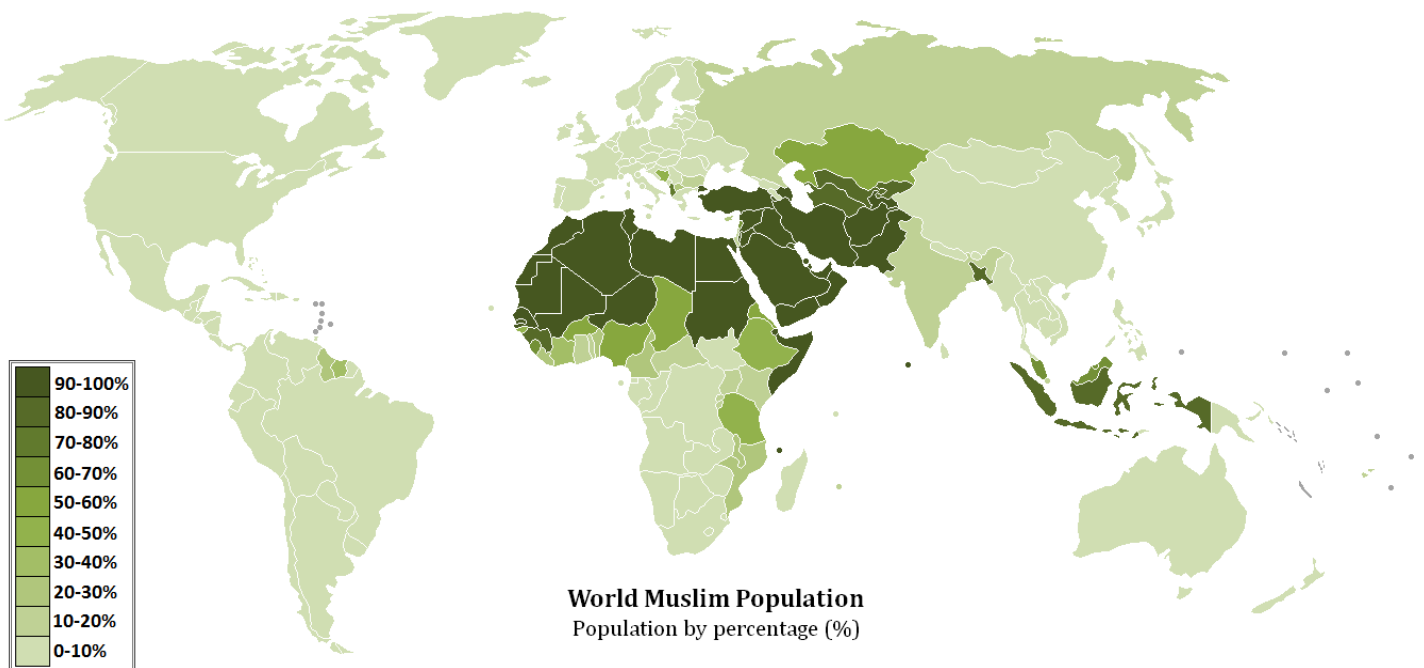
MyHeritage



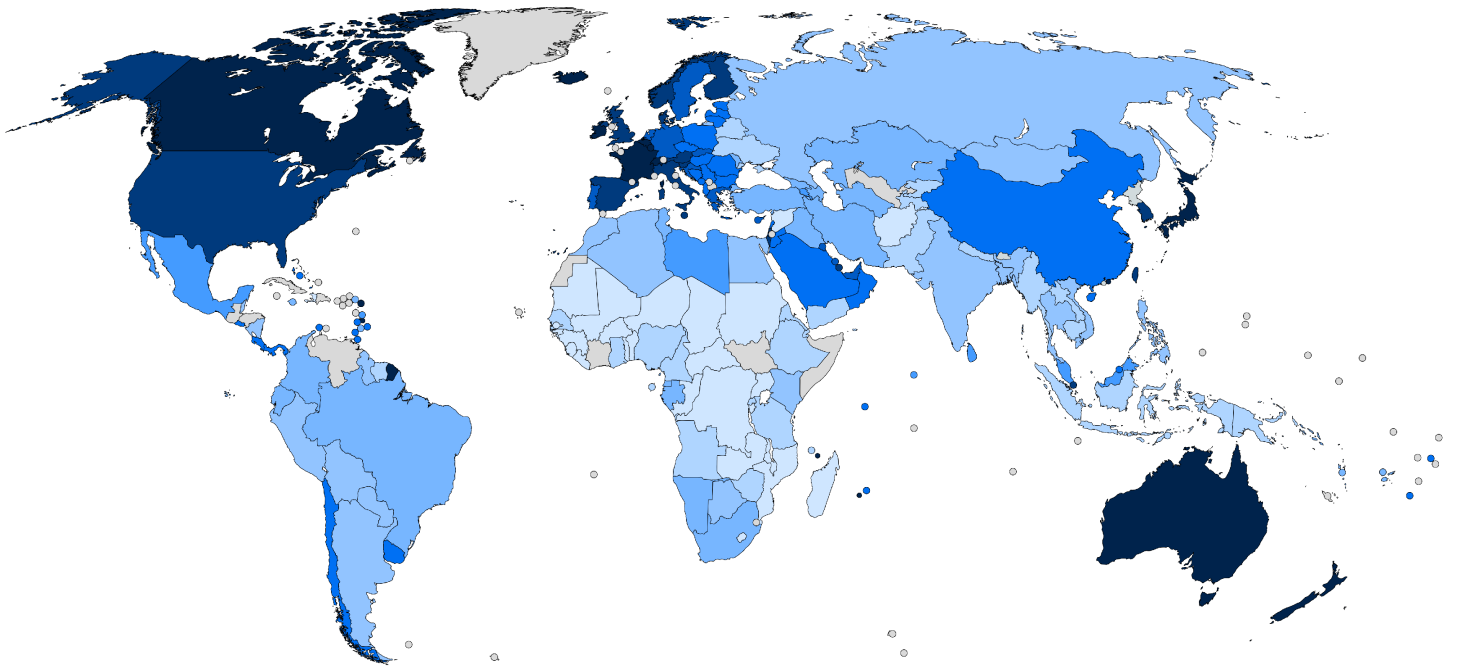
Por quê

Business as Mission

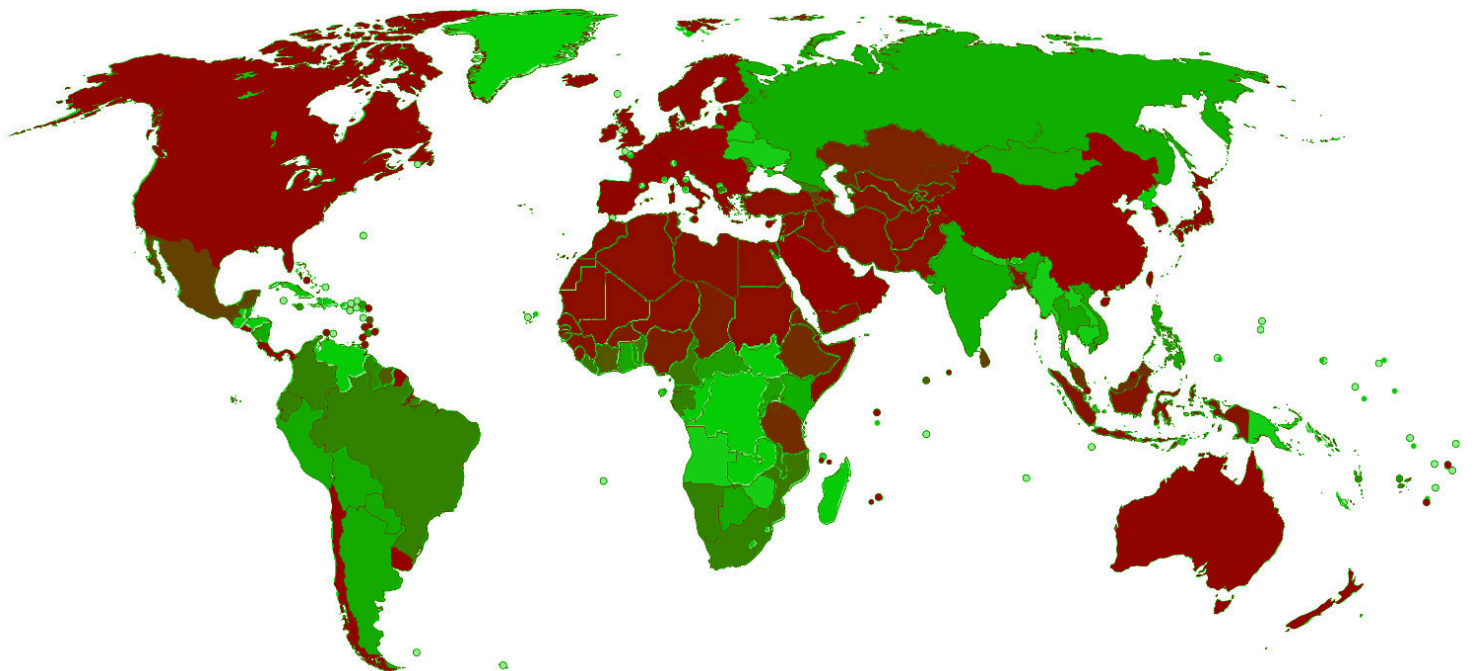
Islã



Riqueza



Riqueza & Islã



🚫 Evangelismo na Alemanha



✅ Spa no Oriente Médio



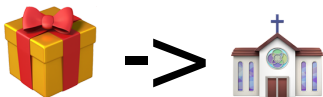
Como

Business as Mission

Modelos

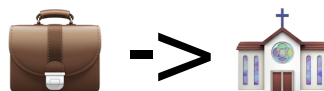
1.

Doação mantém a Missão



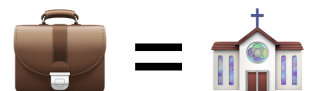
2.

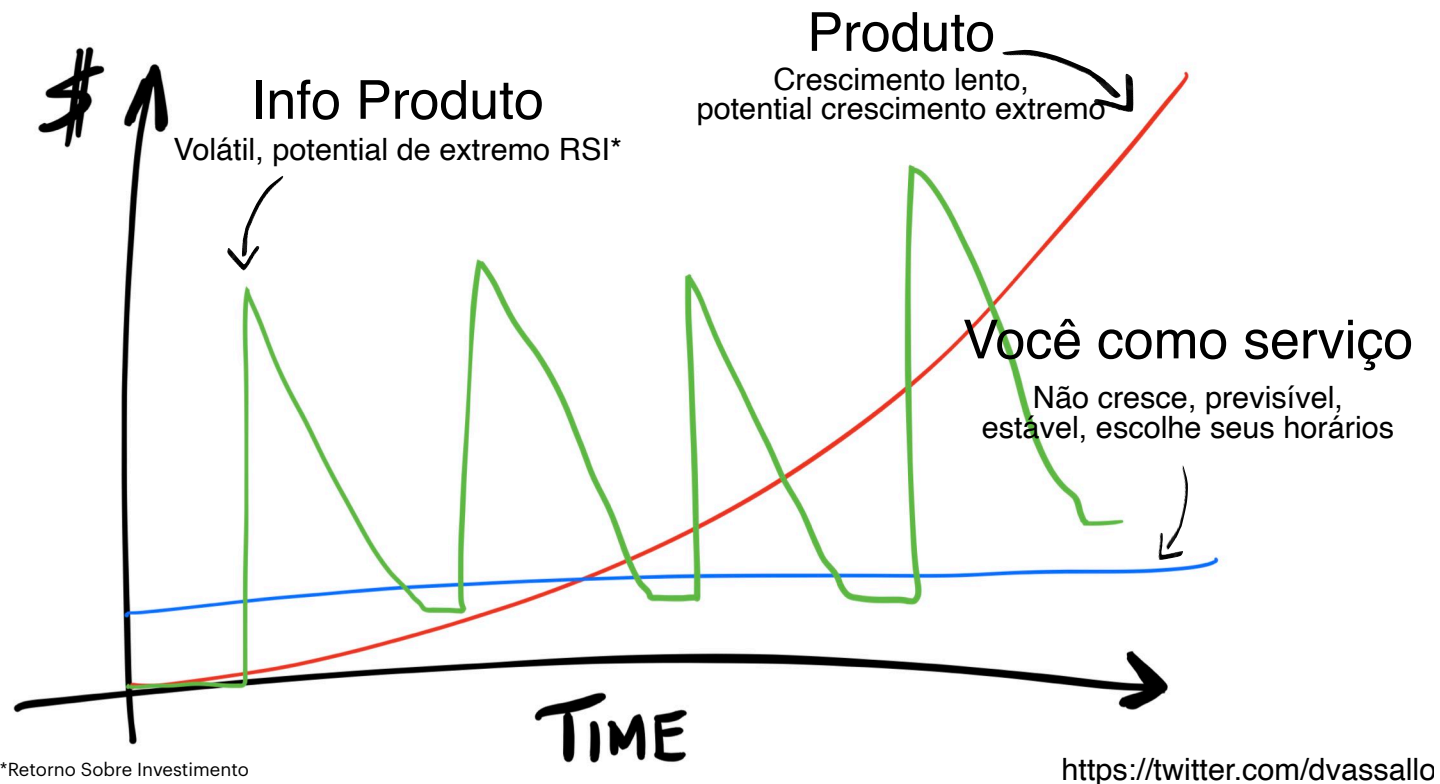
Negócios mantém a Missão



3.

Negócios como missão





1. Encontrando uma boa ideia

A primeira raramente é a melhor

~~Sucesso~~

~~Tentar → Ser bem sucedido~~

Sucesso

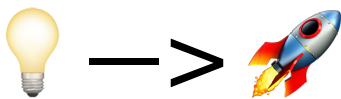
Tentar → Falhar

Tentar → Falhar

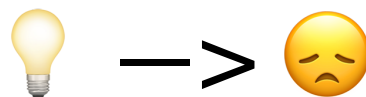
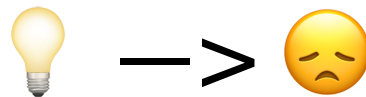
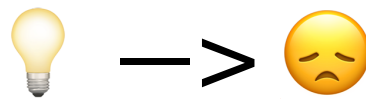
Tentar → Falhar

Tentar → Ser bem sucedido

Expectativa



Realidade





@levelsio







- 1. Play My Inbox —> 😞
- 2. Go F***g Do It —> 😞
- 3. Tubelytics —> 😞
- 4. NomadList —> 🚀🚀🚀
- 5. NomadJobs —> 😞
- 6. GifBook —> 😞
- 7. Remote I OK —> 🚀
- 8. ...

<https://levels.io/12-startups-12-months/>

City (if US, add state)	2-letter Country Code	Easiest/safest/best/cheapest mode of transportation to get around town	Avg. est. monthly visa cost (in local currency)	Best quarter to visit (Q1, Q2, Q3 or Q4)	General A/C availability (bad, okay, good, great)
San Pedro	BZ				
Cali	CO	Taxi / articulated bus			
Algiers	DZ	Trams, Train, Taxi			
Boston	US				
Houston	US	Car			
Lodz	PL	n, Bus, Bicycle, On foot, Car			Good
Reykjavik	IS				
Napoli	IT	Subway, taxi			
Brussels	BE	subway, bus, bike			great
Bogota	CO			no-seasons	
Tamarindo	CR	bike, walk		Q1 Q2 Q3 Q4	great
Cork	IE	Bus / Walk		Q2, Q3	Not needed
Tel Aviv	IL	Bus, Bike, Cheap taxis			Good
Seattle	US	Walk, Public transit, Car2Go, Zipcar, Lyft		Q1, Q2, Q3, Q4	Good
Bremen	DE	Walk, Bike, Bus, Car, Taxi			
Nottingham	GB	, bus, bicycle, tram, on foot, car			Okay
Osaka	JP				
Groningen	NL	Bike		Q2, Q3, Q4	Good
Shanghai	CN				
Hilo	HI	and fame for folks that want to lead a local digital		Q1, Q2, Q3, Q4	
Stavanger	NO	Bus			poor
Roanoke	US	car, walk, bike, bus			

Nomad List

the best cities to live and work remotely

	City	NomadCost™	Temperature	Best time to visit
11 pts	 Davao	€ 685	22°C	Q2 Q1
10 pts	 Ubud	€ 729	27°C	
20 pts	 Chiang Mai	€ 456	26°C	
4 pts	 Bangkok	€ 1.165	30°C	
-3 pts	 Amsterdam	€ 2.820	24°C	
-4 pts	 New York	€ 3.578	25°C	Q2 Q4

Nomad List — Best Places to Live and Work Remotely

nomadlist.com

Go nomad

Join a global community of 16,683+ remote workers living around the world

Explore cities to live

Enter your email

Join Nomad List

28 people joined today

as seen in The New York Times BBC CNN USA TODAY CNBC theguardian

All filters Add filter + Cost for remote worker Grid view Overall score

Global travel medical insurance for \$1.34/day! Covid-19 coverage included. [Get insured](#)

POPULAR 19 Mbps

POPULAR 23 Mbps

3 33 Mbps

TODAY'S PICK



Damon Chen @damengchen · 4h

I shipped all these apps in 2020. Most of them generated \$0.



indilog.com \$0



howdy.so \$0



influenster.com \$0



backlogs.co \$1.99



testimonial.to \$3,025 in 10 days.

2. Validar a ideia

Só o dinheiro conta

~~Vai ser útil para algumas
pessoas 👍~~

~~Eu compraria~~

~~Uma rede social para
pessoas que amam pets~~

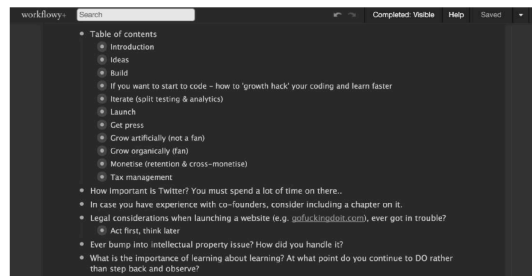
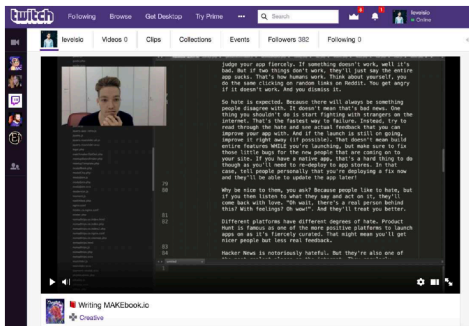
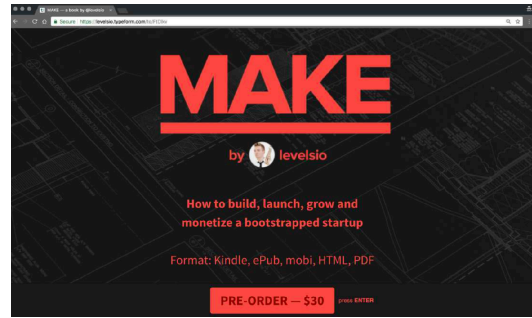
~~Sim, alguém
poderia usar algo
assim~~

~~Ótima ideia 😊~~

Alguém paga por isso?



Pieter Levels @lervelsio
MAKE, my book about 🏗️ building, 📣 launching and 🚀 growing startups is now for pre-order 📖 [makebook.io](#)



3. Fazendo o negócio crescer



@levelsio 

Year 1 (2014): \$10k/mo

Year 2 (2015): \$20k/mo

Year 3 (2016): \$25k/mo

Year 4 (2017): \$30k/mo

Year 5 (2018): \$50k/mo

Year 6 (2019): \$83k/mo

Year 7 (2020): \$120k/mo   

[Translate Tweet](#)

Quando
Business as Mission

Agora

✓ Baixo risco

✓ Baixa pressão

Depois

! Alto risco

! Alta pressão

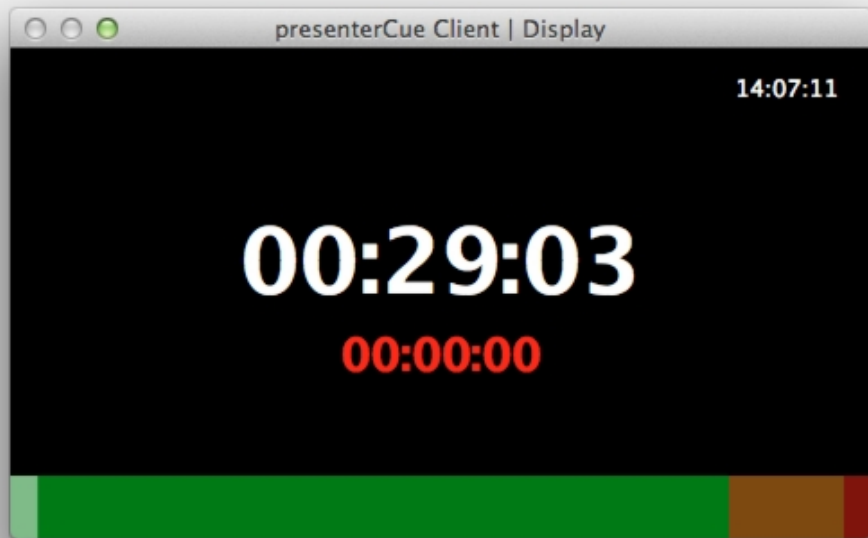
Exemplos
Business as Mission

Exemplo: stagetimer.io

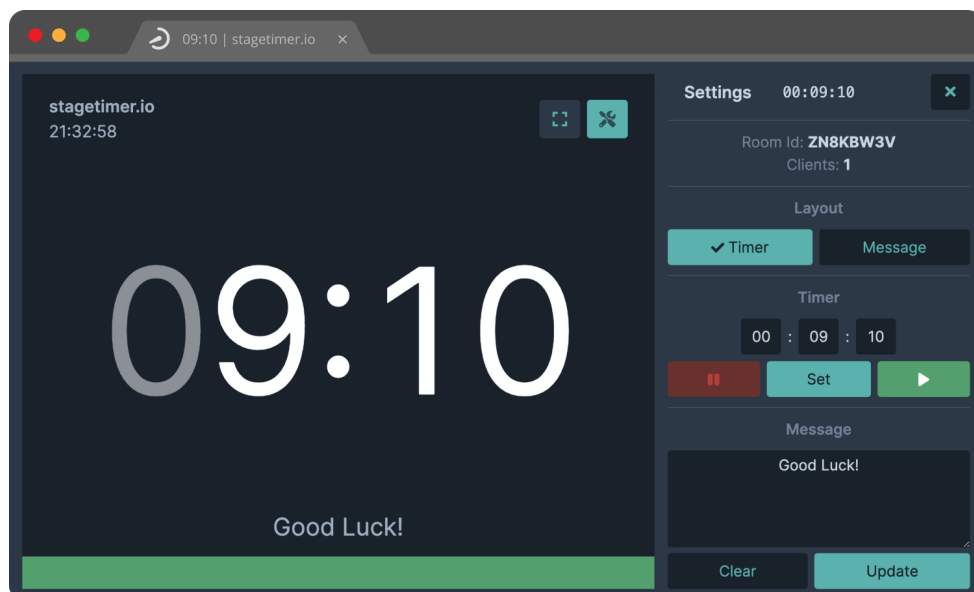
🤔 Problema: Mostrar o tempo para o palestrante



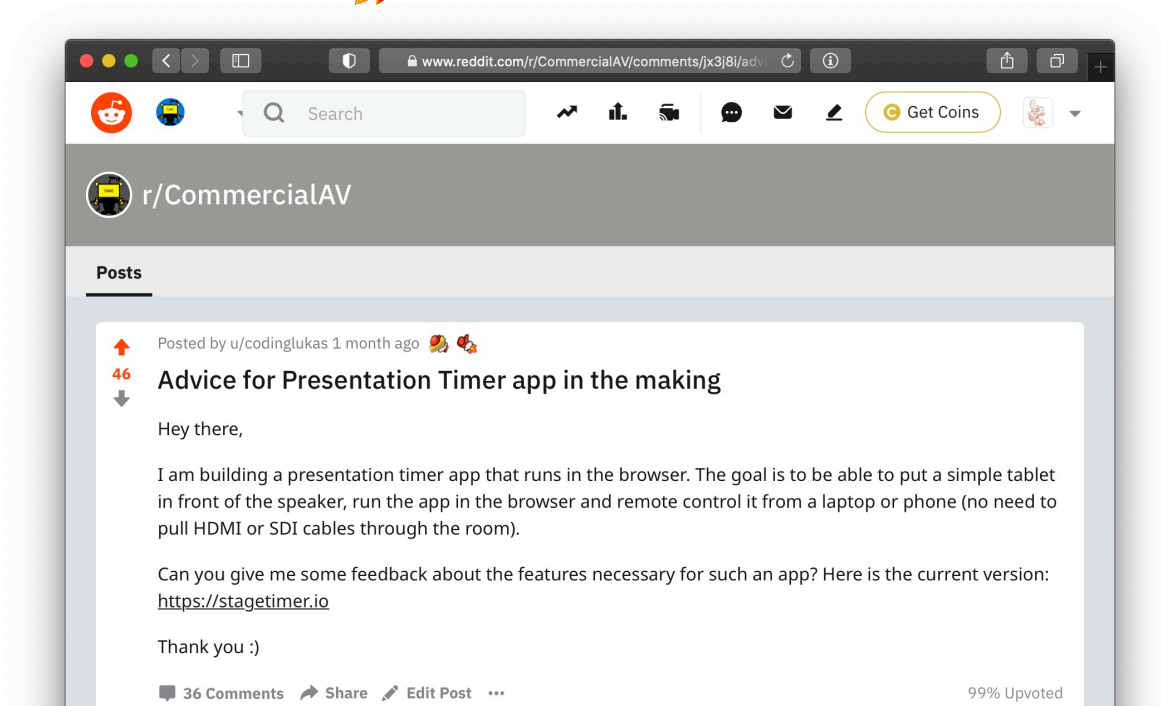
💡 Ideia: Por que isso não existe?



🔧 Protótipo: Versão mais simples possível



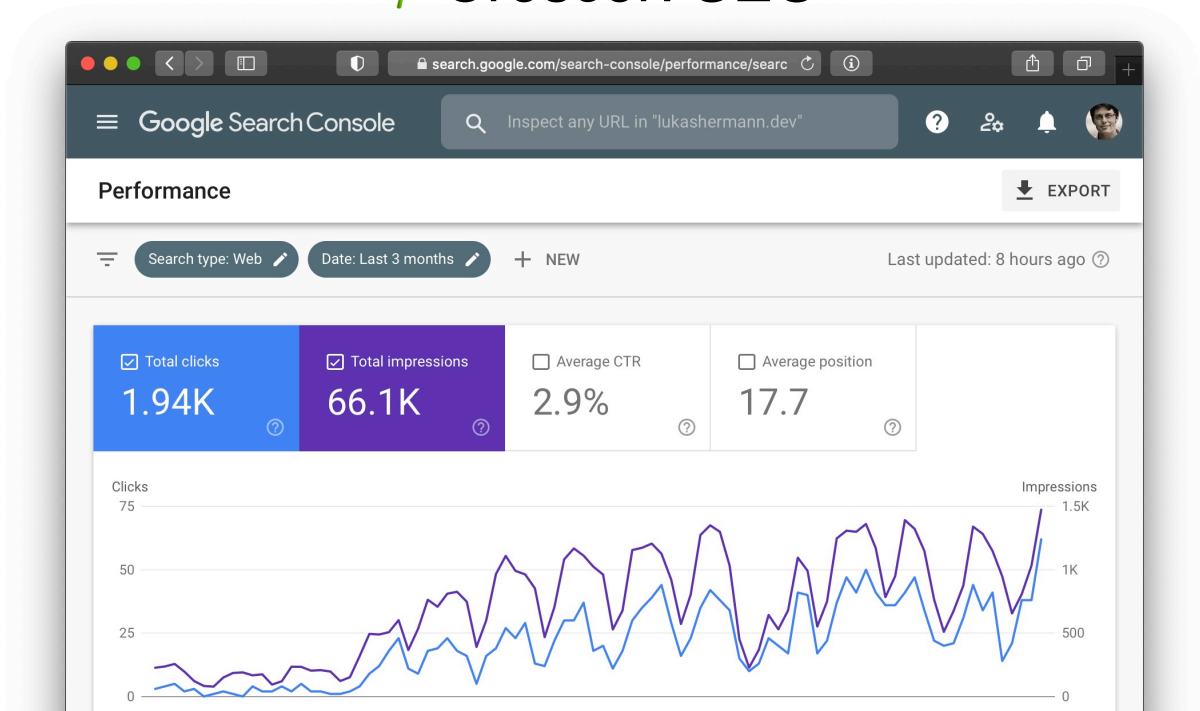
Validar: Reddit



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<p>Non-Commercial Use</p> <p>\$0 / forever</p> <p>Start now</p> <p>Only non-commercial use No registration required</p>	<p>Commercial Liscense</p> <p>\$99 / year</p> <p>Buy now</p> <p>Commercial use Custom & Protectd Room IDs (planned) Custom Branding (planned) Multiple Layouts (planned)</p>	<p>Supporter Liscense</p> <p>\$25 / year</p> <p>Buy now</p> <p>Only non-commercial use All Commercial Liscense Features Support me in my development and help me prioritize features</p>
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Crescer: SEO



Exemplo: Estudo Bíblico EAD

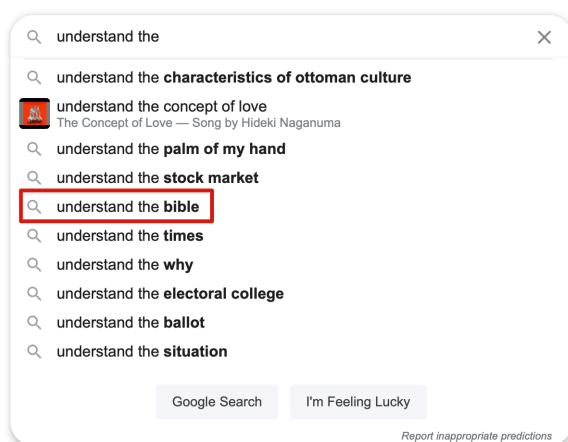
🤔 Problema: As pessoas não vão ao evangelismo



Propaganda enganosa
Gratuito = ruim
Sem compromisso
Pequeno alcance

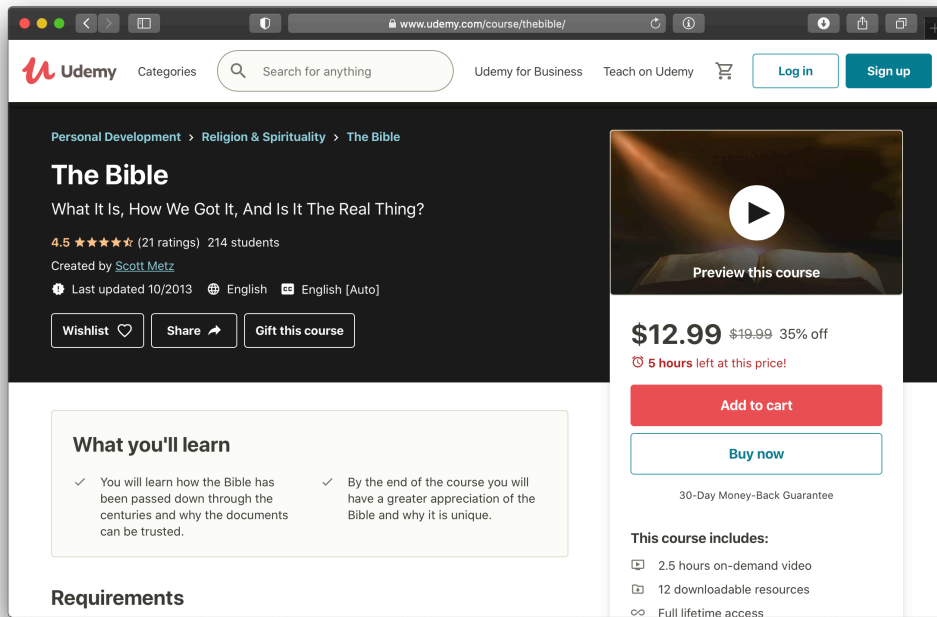
💡 Ideia: As pessoas ainda querem aprender sobre Deus

Google



Propaganda honesta
💰 = qualidade
💰 = compromisso
Amplio alcance

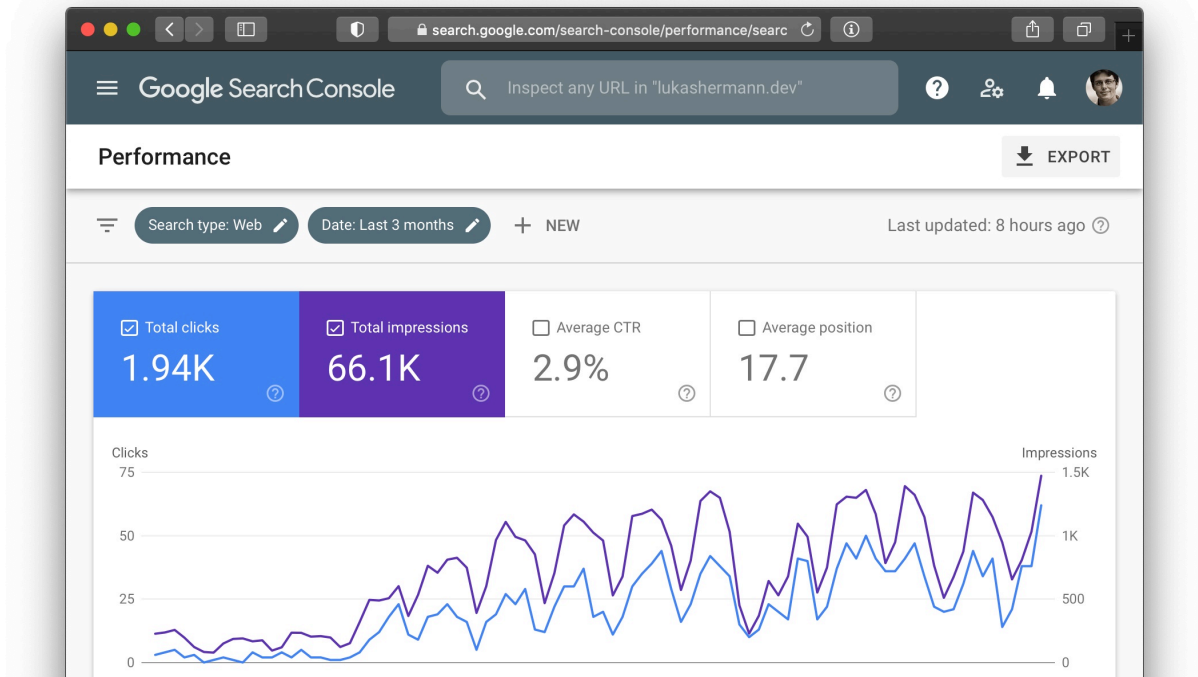
🔧 Protótipo: Versão mais simples possível



🚀 Validar: As pessoas pagam por isso?



Crescimento: SEO, Artigos, Influencers



Exercício
Business as Mission



Restaurante Brasileiro

1. Que problema é resolvido?
2. Como validar a ideia?
3. Como alcançar clientes?
4. Quanto cobrar?
5. Como começar?



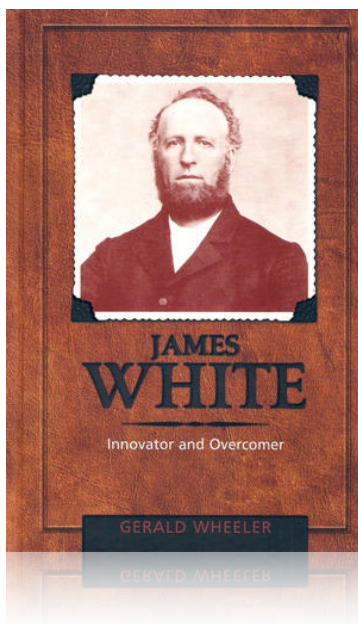
Comércio online de carne vegetal

1. Que problema é resolvido?
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5. Como começar?

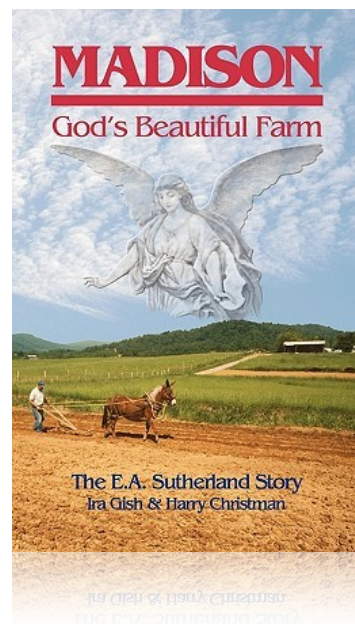
Recursos

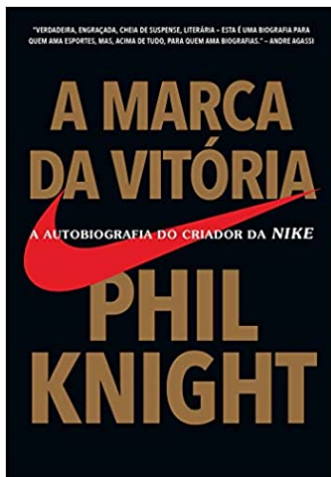
Business as Mission

James White
ISBN 0-8280-1719-0



Madison, A Linda Fazenda de Deus
ISBN: 9781572582606





A marca da vitória
Phil Knight
ISBN-10 : 8543104467



make
Pieter Levels
<https://makebook.io>



O Mito
Do Empreendedor
Michael Gerber

Podcast



<https://whiteestate.org>

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https://commons.wikimedia.org/wiki/File:World_Muslim_Population_Map.png

<https://www.pexels.com/> by Karolina Grabowska, Andrea Piacquadio,