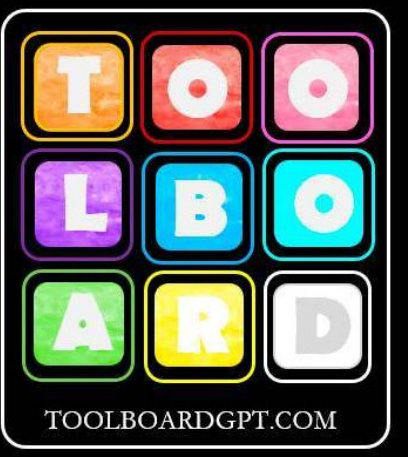
Jaume Teodoro

El viaje del emprendedor

Generación de proyectos de emprendimiento e innovación con



Dykinson, S.L.

Jaume Teodoro

The entrepreneur's journey

Entrepreneurship and Innovation Projects Generation with



This is an English translation of the original work "El viaje del emprendedor" published in Spanish on December 2025.
The English edition will be available soon, published by Springer Nature, and will present an updated version with a stronger focus on AI.

No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical—including photocopying, recording, or any information storage and retrieval system—without the prior written permission of the publisher.

Any infringement of the aforementioned rights may constitute a criminal offence against intellectual property under Articles 270 and following of the Spanish Criminal Code.

Please contact CEDRO (Centro Español de Derechos Reprográficos) if you need to photocopy or scan any part of this work. You can contact CEDRO via the website www.conlicencia.com or by telephone at +34 917021970 / +34 932720407.

© Copyright by
Jaume Teodoro

TOOLBOARD ® is a trade mark
www.toolboardcanvas.com - www.toolboardGPT.com
toolboardcanvas@gmail.com

Editorial DYKINSON, S.L. Meléndez Valdés, 61 - 28015 Madrid
Teléfono (+34) 91 544 28 46 - (+34) 91 544 28 69

e-mail: info@dykinson.com
http://www.dykinson.es
http://www.dykinson.com

ISBN: 979-13-7006-705-2
Depósito Legal: M-23177-2025
DOI: https://doi.org/10.14679/4474

ISBN electrónico: 979-13-7006-460-0

Maquetación:
german.balaguer@gmail.com

Table of contents

PREFACE
What is this book?
Who is it aimed at?
How is it organised?

PART ONE: Approach

Introduction

Design Thinking
- Design science
- Design process
- Human-centred design
- Agile
- Design thinking

The Call to Adventure (i)
Bibliography and references

Design-Based Entrepreneurship
- Creativity
- Innovation
- Entrepreneurship
- Design-based entrepreneurship

Refusal of the call (ii)
Bibliography and references

ToolBoard
- ToolBoard matrix
- ToolBoard as a guide
- ToolBoard as a resource panel
- ToolBoard as a pitch script

Supernatural aid (iii)
Bibliography and references

ToolBoard Design Principles
- Value creation principle
- Principle of functionality
- Principle of differentiation
- Principle of sustainability

The Crossing of the first threshold (iv)
Bibliography and references

Entrepreneurial Team
Scene 0: Team
Methods and techniques on stage 0:
- Personal business card
- *Speed dating*
- Roles of the Belbin team
- *Team Manifesto*

Tool 0: Dream Team Map
The belly of the whale (v)
Bibliography and references

PART TWO: Development

Introduction

Research phase
Introduction

Scene 1: Trial
Methods and techniques in scene 1:
- Literature review
- Trend map
- Benchmarking
- Interviews with experts
- PEST method

Tool 1: Mind Map of the Trial
The Road of Trials (vi)
Bibliography and references

Scene 2: Observations
Methods and techniques for scene 2:
- Map of participants
- Exploratory survey
- In-depth interview
- Participant observation
- Autoethnography

Tool 2: Observations Wall
The meeting with the goddess (vii)
Bibliography and references

Scene 3: Opportunity
Methods and techniques for scene 3:
- *Persona*
- From observations to insights with 5W

Empathy map
Customer journey map
User stories
HMW

Tool 3: Opportunity Briefing
The Temptation (viii)
Bibliography and references
Inspection and adaptation at the end of the research cycle

Ideation phase
Introduction

Scene 4: Lead Ideas
Methods and techniques for scene 4:
Idea generation methods
Idea selection methods
Value Proposition Method
Tool 4: Lead ideas mural
Atonement with the father (ix)
Bibliography and references

Scene 5: Business idea
Methods and techniques for scene 5:
Five forces
Value chain analysis
Blue oceans
Impact matrix
Tool 5: Business Model Canvas
Apotheosis (x)
Bibliography and references

Scene 6: Offering
Methods and techniques for scene 6:
Proof of concept
Prototyping techniques
Competitive positioning matrix
Unique selling proposition
Tool 6: Offer's prototype
The ultimate boom (xi)
Bibliography and references

Inspection and adaptation at the end of the ideation cycle

Validation phase
Introduction

Scene 7: Affirmations
Methods and techniques for scene 7:
- MVP
- *Growth hacking*
- Metrics

Tool 7: Affirmation Notebook
Refusal of the return (xii)
Bibliography and references

Scene 8: Roadmap
Methods and techniques for scene 8:
- Milestone diagram
- TAM/SAM/SOM
- Sales funnel
- J Financing curve
- Forecast annual accounts

Tool 8: Financial Roadmap Spreadsheet
The Magic Flight (xiii)
Bibliography and references

Scene 9: Dissemination
Methods and techniques for scene 9:
- *Elevator pitch*
- *Pitch deck*
- *Storytelling*

Tool 9: ToolBoard Canvas
Rescue from Without (xiv)
Bibliography and references
Inspection and adaptation at the end of the validation cycle

PART THREE: APPLICATION

Introduction

Case 1: Open Innovation Workshop with ToolBoard
Corporate entrepreneurship and open innovation
Structure of an open innovation workshop with ToolBoard
The Crossing of the return threshold (xv)

Case 2: Entrepreneurship and innovation training course with ToolBoard
Competence-based training
Competences in design-based entrepreneurship
Learning objectives
Learning plan
Master of Two Worlds (xvi)

Case 3: A guide to incubating start-up initiatives with ToolBoard
Pre-incubation
Incubation
Freedom to live (xvii)
ANNEXES

Annexe 1: 101 Business Models
Annexe 2: ToolBoard Financial Planning Spreadsheet
Annexe 3: ToolBoard GPT
Annexe 4: Dictionary of Entrepreneurship and Innovation Terminology