

Empreendedorismo e Inovação

Profa Suzi Bueno de Almeida

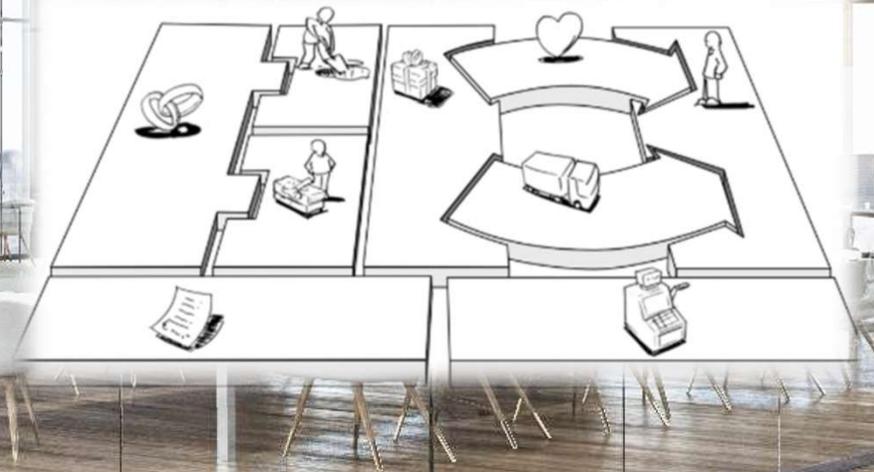




A modern office interior featuring a large glass-walled conference room. The room contains a long white table and several white chairs. The floor is made of light-colored wood. The ceiling has recessed lighting. A yellow rounded rectangle is overlaid on the right side of the image, containing the text "Metodologias de Gestão".

Metodologias de Gestão

Canvas Business Model





O Canvas cobre quatro áreas consideradas as principais de um negócio, que são:

- **Clientes**
- **Oferta**
- **Infraestrutura**
- **Viabilidade financeira**



Etapas do Modelo Canvas de Negócios

O que vou fazer?

Qual é o valor que ofereço?

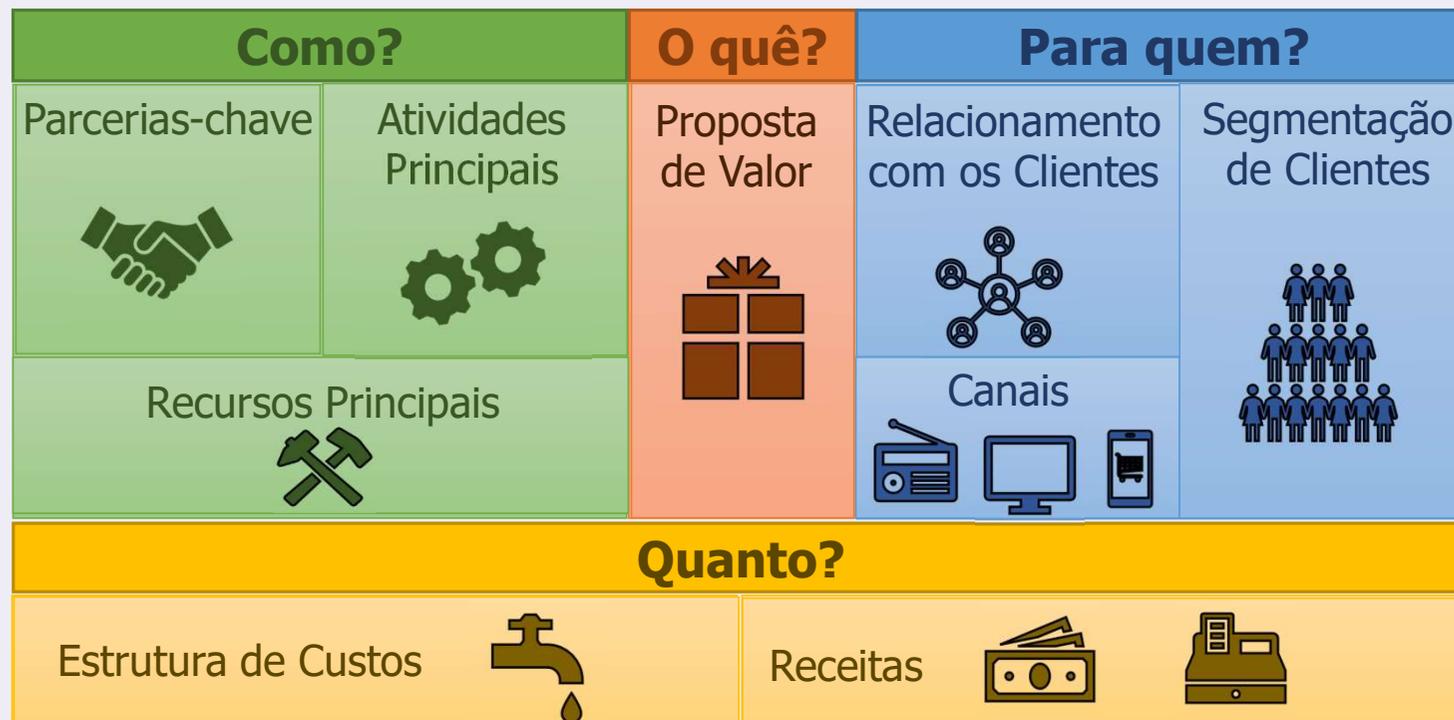
Para quem estou fazendo?

Como vou fazer?

Quanto vou ganhar?

Quanto vou gastar?

Modelo Canvas de Negócios



A modern office interior featuring a large glass-walled meeting room. The room is furnished with a long white table and several white chairs. The office has a wooden floor, a concrete pillar, and large windows. A green rounded rectangle is overlaid on the right side of the image, containing the text "Gestão de Projetos".

Gestão de Projetos

A modern office interior with glass walls and a conference room. The office has a wooden floor, a large glass wall, and a conference room with a white table and chairs. The ceiling has recessed lights. The overall atmosphere is professional and contemporary.

Gestão de Projetos

A gestão de projetos é fundamental para o sucesso de qualquer empreendimento.



Características da Gestão de Projetos

Objetividade: Gestão focada em metas e resultados concretos.

Alocação de Recursos: Uso eficiente de recursos como tempo, dinheiro e pessoas.

A modern office interior with glass walls and wooden floors. The space is bright and open, with a large conference table and chairs in the center. The ceiling has recessed lighting. The overall atmosphere is professional and contemporary.

Importância da Gestão de Projetos

Identificar e mitigar riscos antes que se tornem problemas.

Otimizar recursos e prazos para alcançar os objetivos.

A modern office interior with glass walls and wooden floors. The space is bright and open, with a large conference table and chairs visible through the glass. The ceiling has recessed lighting.

Importância da Gestão de Projetos

Monitorar e controlar a execução do projeto para garantir a qualidade do resultado.

Estimula a busca por soluções criativas e inovadoras.

A modern office interior with glass walls and wooden floors. The office is open-plan, with a large conference room visible through the glass. The conference room has a long white table and several white chairs. The office has a clean, minimalist aesthetic with large windows and recessed ceiling lights.

Fases da Gestão de Projetos

Iniciação

- Definição do projeto
- Análise de viabilidade
- Elaboração do termo de abertura

A modern office interior with glass walls and wooden floors. The office is open-plan, with a central area featuring a large glass-walled conference room. The floor is made of light-colored wood. The ceiling has recessed lighting. The overall atmosphere is bright and professional.

Fases da Gestão de Projetos

Planejamento

- Definição de metas e objetivos
- Elaboração do cronograma
- Planejamento de recursos

A modern office interior with glass walls and wooden floors. The office is open-plan, with a central area featuring a large glass-walled conference room. The floor is made of light-colored wood planks. The ceiling has recessed lighting. The overall atmosphere is bright and professional.

Fases da Gestão de Projetos

Execução

- Implementação do plano
- Coordenação das atividades
- Monitoramento do projeto

A modern office interior with glass walls and a conference room. The office has a wooden floor, a large glass wall, and a conference room with a white table and chairs. The ceiling has recessed lights.

Desafios na Gestão de Projetos

- **Escopo:** Gerenciar e controlar os requisitos e mudanças durante o projeto.

A modern office interior with glass walls and a conference room. The conference room is visible through the glass, featuring a long white table and several white chairs. The office has a wooden floor and a concrete pillar. The background shows a cityscape through large windows.

Desafios na Gestão de Projetos

- **Recursos:** Alocar pessoas e recursos adequados para cada tarefa.

A modern office interior featuring a large conference room with a long white table and white chairs, surrounded by glass walls. The floor is made of light-colored wood. In the background, there are desks with computers and a potted plant. The ceiling has recessed lighting.

Desafios na Gestão de Projetos

- **Riscos:** Identificar, avaliar e mitigar os riscos do projeto.

A modern office interior featuring a large conference room with a long white table and white chairs, surrounded by glass walls. The floor is made of light-colored wood. In the background, there are desks with computers and a potted plant. The ceiling has recessed lighting.

Metodologias Ágeis e o Conceito do Scrum



Metodologias ágeis são abordagens colaborativas que priorizam a entrega rápida e flexível e de alta qualidade. Elas valorizam indivíduos e interações, trabalhos em equipe, adaptabilidade e melhoria contínua.

A modern office interior with glass partitions, wooden floors, and a large conference table with white chairs. The office is bright and open-plan.

Características do Scrum

Iterativo e Incremental

O Scrum divide o desenvolvimento em ciclos chamados de Sprints, permitindo entregas frequentes e ajustes contínuos.



Características do Scrum

Transparência

Todos os membros da equipe têm visibilidade sobre o trabalho realizado, obstáculos e metas.

A modern office interior with glass walls and a conference table. The office is bright and open, with a large conference table and chairs in the foreground. The background shows a desk with a computer and a plant. The floor is made of light-colored wood.

Características do Scrum

Colaboração

A equipe trabalha de forma conjunta, compartilhando responsabilidades e engajando-se nas decisões.

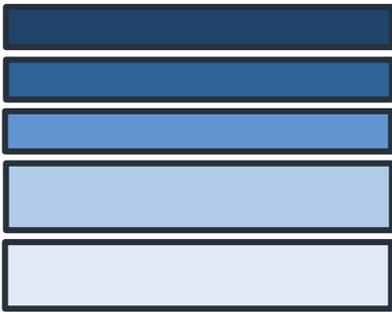
A modern office interior with glass walls and wooden floors. The office is open-plan, with a central area featuring a large white conference table surrounded by white chairs. The walls are made of glass, and the floor is made of light-colored wood. There are several desks and computers visible in the background. The lighting is bright and even.

Características do Scrum

Foco no Valor do Cliente

O Scrum busca entregar o máximo valor ao cliente a cada incremento de produto.

Requisitos



- Importância +

Elementos do Scrum

Product Backlog

Lista de requisitos e funcionalidades priorizados pelo cliente ou product owner.

A modern office interior with glass walls and wooden floors. The office is bright and open, with a large conference room visible through the glass. The conference room has a long white table and several white chairs. The office has a clean, minimalist aesthetic with a mix of wood, glass, and metal.

Elementos do Scrum

Sprint Planning

Reunião em que a equipe seleciona as tarefas a serem realizadas no próximo Sprint.

To Do	To Do	In Progress	Te Scud	Done	Done

Elementos do Scrum

Scrum Board

Quadro utilizado para visualizar o andamento das tarefas durante o Sprint.



Elementos do Scrum

Daily Scrum

Breve encontro diário para atualização da equipe sobre o andamento do trabalho.

Etapas do Uso do Scrum



A modern office interior with glass partitions, wooden floors, and a central concrete pillar. The space is bright and open, with large windows and recessed ceiling lights. A conference table with white chairs is visible in the background.

Empreender com o **Canvas** para desenhar visões, adotar **Scrum** para dinamizar a **gestão de projetos**, e mesclar essas metodologias é criar uma sinergia poderosa que impulsiona a inovação e o sucesso no mundo do empreendedorismo.