Passion and some managerial skills are definitely important aspect to bear in mind at the beginning of an entrepreneurship. Surely there are a plethora of motivations which have encouraged you to start with your new business, but probably you have already had to face some troubles in this process.

My name is David Pérez, MA Design Management student of Lancaster University. I am would like to invite you to participate of my research project “How the Knowledge Visualization can aid the idea creation and evaluation in entrepreneurs”.

So, if you are starting with your new venture, you are totally welcome to participate in this workshop. Here, it will be explored visualizations tools and methods tools in order to help you in the idea creation and evaluation for your entrepreneurship.

Questions: d.perez@lancaster.ac.uk