



## Módulo 3

### Recursos

#### Ventajas y desventajas de las ferias comerciales

Enlaces útiles que te permitirán saber más sobre las ferias comerciales y sus usos

- <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/show-exhibition/benefits>
- <http://www.map-dynamics.com/blog/209/Advantages-of-a-Trade-Show.html>

#### Inversores

Alguna información adicional sobre los inversores:

- [https://www.crowdcube.com/raising-finance?nst=0&utm\\_source=bing&utm\\_medium=cpc&utm\\_campaign=PX%20%7C%20Investors&utm\\_term=new%20business%20investors&utm\\_content=Business%20Investor](https://www.crowdcube.com/raising-finance?nst=0&utm_source=bing&utm_medium=cpc&utm_campaign=PX%20%7C%20Investors&utm_term=new%20business%20investors&utm_content=Business%20Investor)
- [https://www.angelinvestmentnetwork.co.uk/entrepreneurs-home?utm\\_source=bing&utm\\_medium=cpc&utm\\_campaign=UK%20-%20Find%20an%20Angel%20Investor&utm\\_term=%2Bbusiness%20%2Binvestor&utm\\_content=Business%20Investors](https://www.angelinvestmentnetwork.co.uk/entrepreneurs-home?utm_source=bing&utm_medium=cpc&utm_campaign=UK%20-%20Find%20an%20Angel%20Investor&utm_term=%2Bbusiness%20%2Binvestor&utm_content=Business%20Investors)

- Vídeo de la Lección 1 - JRM Business - <https://www.youtube.com/watch?v=CzncRIRdqDM>

#### Planificación

Como parte esencial del éxito, es importante que lo tengamos claro para poder desarrollar nuestra idea y sacarla adelante:

- [http://www.sage.co.uk/business-advice/starting-and-planning/how-to-write-a-business-plan?utm\\_source=Bing&utm\\_medium=Paid-Search&utm\\_campaign=UK%7cBING%7cAWARENESS%7cGeneric\\_BusinessPlanning\(E\)%7cGBR\\_AWAG&utm\\_term=business-plan](http://www.sage.co.uk/business-advice/starting-and-planning/how-to-write-a-business-plan?utm_source=Bing&utm_medium=Paid-Search&utm_campaign=UK%7cBING%7cAWARENESS%7cGeneric_BusinessPlanning(E)%7cGBR_AWAG&utm_term=business-plan)
- [https://www.lawdepot.co.uk/contracts/business-plan/?loc=GB&pid=msnppc-buspln\\_GB-generic\\_g1-msnkey\\_business%20plan&utm\\_source=bing&utm\\_medium=cpc#.WZK\\_b7pFxpY](https://www.lawdepot.co.uk/contracts/business-plan/?loc=GB&pid=msnppc-buspln_GB-generic_g1-msnkey_business%20plan&utm_source=bing&utm_medium=cpc#.WZK_b7pFxpY)
- Vídeo - Lección 1 - Teoría del punto verde - <https://www.youtube.com/watch?v=qw7vOix5zw>
- Vídeo - Lección 1 - Resolución de problemas - <https://www.youtube.com/watch?v=v936lW9i7Q>

#### Redes sociales en los negocios

Las plataformas de redes sociales pueden usarse para obtener ventajas cuando tenemos una nueva idea o producto. Aquí tienes alguna información sobre cómo usarlas de forma efectiva:

- [https://business.yell.com/connect/?utm\\_source=bing&utm\\_medium=ppc&utm\\_campaign=PPC\\_ap\\_bing\\_connect&vsrefdom=AandPCConnect&gclid=CKDNn8n32NUCFZIFGwodB2MEYg&gclid=ds](https://business.yell.com/connect/?utm_source=bing&utm_medium=ppc&utm_campaign=PPC_ap_bing_connect&vsrefdom=AandPCConnect&gclid=CKDNn8n32NUCFZIFGwodB2MEYg&gclid=ds)
- <http://www.socialmediaexaminer.com/social-media-for-business/>
- <https://www.theguardian.com/small-business-network/2013/aug/29/social-media-boost-business-tips>

**Recursos**

Encuentra más recursos que pueden ayudarte con tu nueva idea:

- <http://www.businessdictionary.com/definition/business-resources.html>
- <http://smallbusiness.chron.com/5-resources-need-succeed-start-business-23.html>
- [http://www.ehow.com/about\\_5089164\\_business-resources-definition.html](http://www.ehow.com/about_5089164_business-resources-definition.html)

**Prueba del producto**

- <https://www.youtube.com/watch?v=4XenqN5lb9o>