

VisionBoard

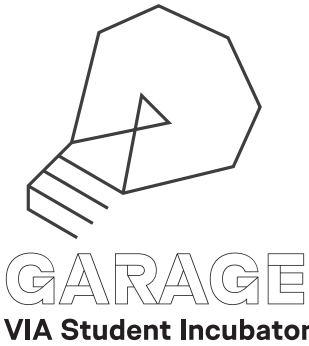
Dreams are not what you see in your sleep.
dreams are things which do not let you sleep.

A dream is a strong longing for:

- to create something
- to change something
- to achieve something



Your roadmap for change!



sdg 8: 8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors
8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services

Involve first
persons

Find
location

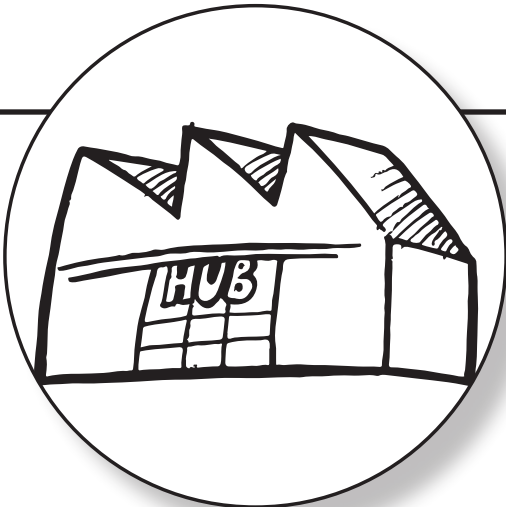
Start to
communicate

- To consider:**
- Startup facilities:
Mentors, network, cospace, internet, "Ecosystem", etc.
 - Infrastructure
 - Stock and shipping
 - Branding
 - Price



NOT:
Close friends and family

- Could be:**
- Mentor
 - Co/workers. Skills that you need
 - Advisors
 - Suppliers
 - Business Angels



Level 1: Trusted persons,
Bank, layers, investors, suppliers etc.
Tool: Confidentiality agreement,
Pitchdeck or whitepaper

Level 2: Defining identity

- Brand DNA
- Identity design/brandname
- Brand manual/styleguide

Level 3: Preparing for market

- Pretotype + data
- Crowdfunding (videopitch)

Level 4: Branding & marketing

- Mediaplan
- Sales and marketing