

# IMPACT

From **Invisible** to **Visible**

**Tinkering Ideas  
Synthesising  
Ventures**



# IMPACT

From **Invisible** to **Visible**

Do you have an idea that would make the world a better place? Do you have a ground-breaking technology that would revolutionise the energy sector and help the environment but cannot take it off the ground? IMPACT is built for you.

**The entrepreneur.**  
**The innovator.**  
**The visionary.**

We will assist you with value creation inside your company, teach you the fundamentals to success and all those practical skills you haven't learnt in business school. Get ready for an exciting journey with like-minded entrepreneurs, inspiring mentors and loyal customers lining up to buy your product.



## THREE TIER PROBLEM

### 1. Lack of clear business strategy

Business planning and processes mapping are oftentimes not a priority for early stage startups, resulting in uncertainty and tendency to misjudgment.

Similarly, lack of market understanding and neglecting sales leads to poor results and hampers revenue generation.

Scarcity of tangible business metrics discourages potential investors or -worse still- encourages lower valuations.

### 2. Financial Uncertainty

Inadequacy of available resources (capital, time etc.) puts tremendous pressure on entrepreneurs and renders their efficient allocation a challenging task.

Cashflow management and development of a viable business model require careful consideration and experience beyond the finance and accounting courses taught in Business school.

Without referrals or exceptional results, it is hard to get the right investors on-board in order to benefit from/leverage their resources and extensive network of connections.

### 3. Lack of Momentum

Determining product/market fit is essential to identify the right time for your company to launch, however the process is oftentimes based on intuition instead of actual results.

Convincing early adopters to convert into your first loyal customers could be a strenuous process, especially due to the overflow of innovative solutions.

Emerging competition is another common hazard for early stage companies, therefore timing is a crucial factor to safeguard success, but regularly overlooked.

## THE IMPACT METHODOLOGY

### From Invisible to Visible

Build a brand that stands out while creating value for your company, community and stakeholders.

The IMPACT methodology is an acronym and covers the following:

**I – Ideation.** You have an idea, but is it the right idea for business? Work on how to structure your ideas and develop a robust plan that will enable you to create the right business for your idea. Have you already started? Ask the right questions and reshape your ideas to design a better business.

**M – Market Definition & Brand Strategy.** Understand and define your market. Know your clients, understand their problems, develop a comprehensive profile that will help you build an effective brand and communicate the correct messages. Develop your brand or re-think your existing one.

**P – Product & Services Design.** Clarify your client's journey, develop a methodology and a delivery process. Design products and services addressing the correct audience. Develop the right product ecosystem and put in place effective pricing strategies.

**A – Associations & Partnerships.** No business can survive without building long lasting associations and partnerships with other businesses. Understand the moving parts with your business. Get clarity around your supply chain and develop win-win partnerships with people and company's aligned with your goals and ethics.

**C – Communication in Practise.** Learn the practical skills to build an effective communication strategy for your business. Understand and navigate the right physical and digital communicational channels. Work on provide messages to the right audience, with clarity. Amplify your messages and understand where and how to better utilise your budget.

**T – Trade and Sales in Practise.** Sell, Sell, Sell! Create an effective sales plan, develop your sales system and the sales tools you need to increase your conversion and closure rate. Develop, processes that you can easily use in your business and that will drive a repetitive sales cycle.

Once successful, companies will have the option to progres to ANGEL training especially if they are looking to raise capital.

#### Pre-conditions to participate:

Invitation following a successful strategy session.

Referral by an angel investor or VC firm.



#### DURATION

6-9 months over physical sessions



#### CLASS

Boardroom size with like minded entrepreneurs



#### TEAM

Serial entrepreneurs / Startup mentors and angel inventors



#### INDIVIDUAL SESSIONS

6 hours of 1-2-1 sessions



#### ADDED VALUE

Access to invitation onlygrowing community and exclusive business services and resources

# IMPACT

STAGE 1



STAGE 2

# ANGEL

## WHO WE ARE

Accelerator? Not really

Venture Studio? Close but not quite

**We like to call ourselves a hybrid.  
An ecosystem that engineers  
venture hyper-growth projectories.**

## MISSION

We are on a mission to energise impactful ventures, guiding passionate entrepreneurs through the strenuous process of growing their company to magnify positive contributions to the environment and society, while boosting profitability.

Our role is to establish successful connections for both sides, matching start-ups with smart capital money, and investors with companies that not only do not fail, that succeed. We set a mutually beneficial breeding ground to fuel meaningful

interactions, adding an extra layer of support before the internal due diligence process. In many cases we co-invest alongside our dedicated supporters.

Now more than ever, investors feel the need to diversify with purpose and to make a difference in their geographies. **Our work is aimed at matching the two sides of the most powerful equation: Investors and Entrepreneurs.**

## PURPOSE

**We are dedicated to energising  
impactful ventures.**

At Venture Tinkers we enable entrepreneurial teams to stand out, scale up and solve meaningful problems. We provide training, on-going support and funding opportunities to the next generation of companies **destined to change the world around us- for good.**

Our programmes are designed to help purposeful entrepreneurs overcome challenges, measure and magnify their positive contribution to the society & environment and embrace a customer-centric approach, while building a brand aligned with their vision and purpose.

