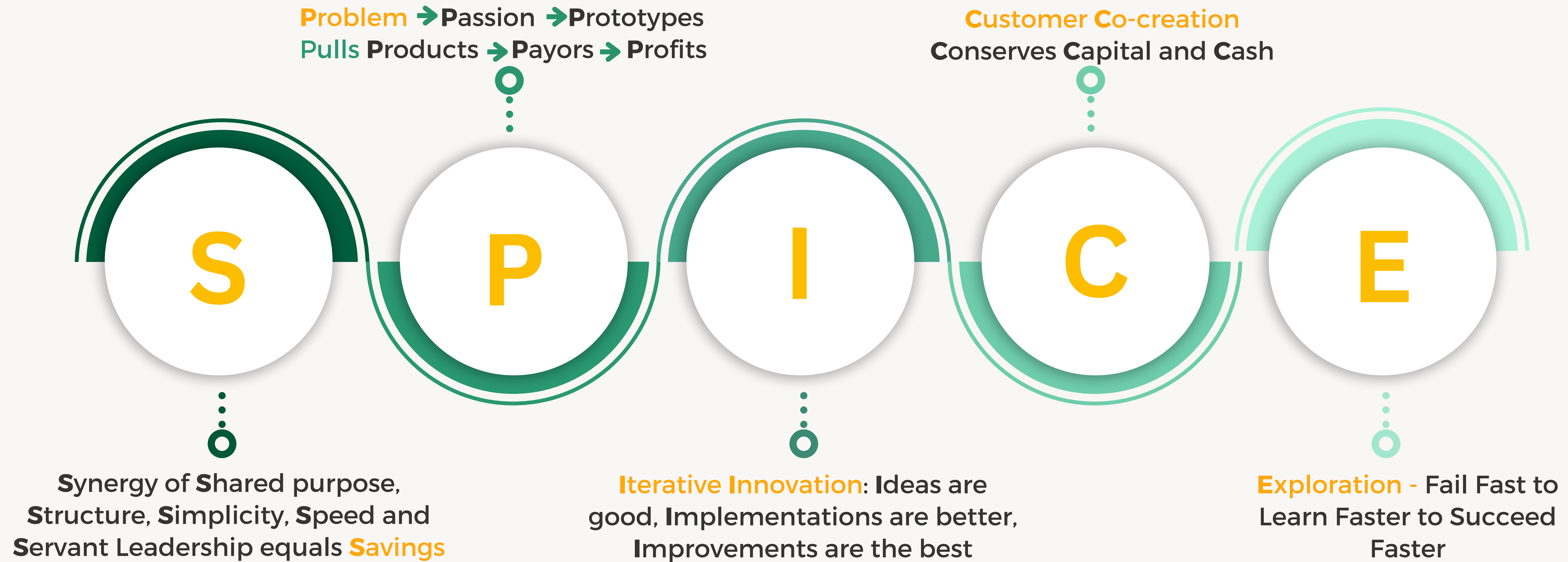


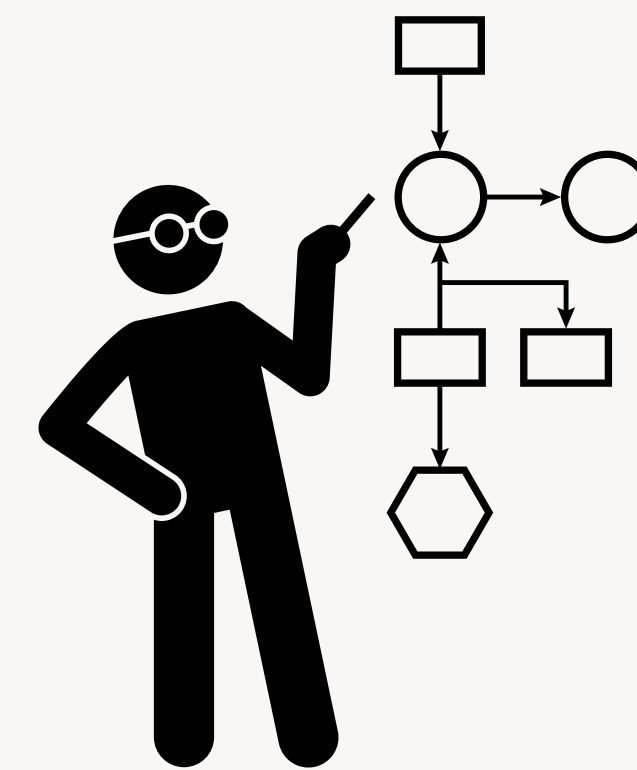
Values *The SPICE for start-up success*





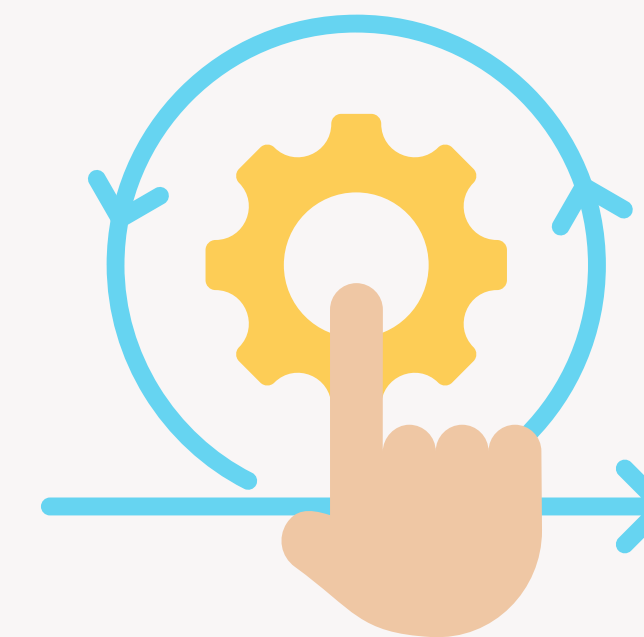
Synergy of Shared purpose

It refers to the powerful alignment and collaboration that occurs when individuals or groups unite around a common goal.



Structure

refers to the arrangement or organization of parts or elements within a system, object, or concept to create a coherent whole.



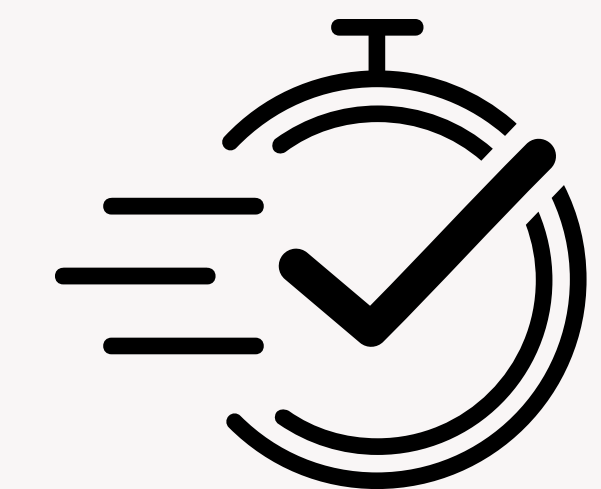
Simplicity

making things clear, straightforward, and easy to understand or use, without unnecessary complexity.



Servant Leadership equals Savings

Servant Leadership drives cost savings by fostering a collaborative and empowered work culture that enhances efficiency and innovation.



Speed

ability to quickly execute ideas, make decisions, and adapt to changes in the market to stay ahead of competitors



Problem → **Passion** → **Prototypes**

Pulls Products → **Payors** → **Profits**



Iterative Innovation: Ideas are good, Implementation is better, Improvements are the best

- Iterative innovation emphasizes continuous improvement: generating ideas, implementing them, and refining through feedback cycles, ensuring constant progress and adaptation.
- It values the process: ideas spark change, implementation tests feasibility, and ongoing improvements perfect solutions, driving sustainable growth and success.



Customer Co-creation



Conserves Capital

Efficiently managing and minimizing the use of financial resources to preserve funds for essential or future needs



Cash

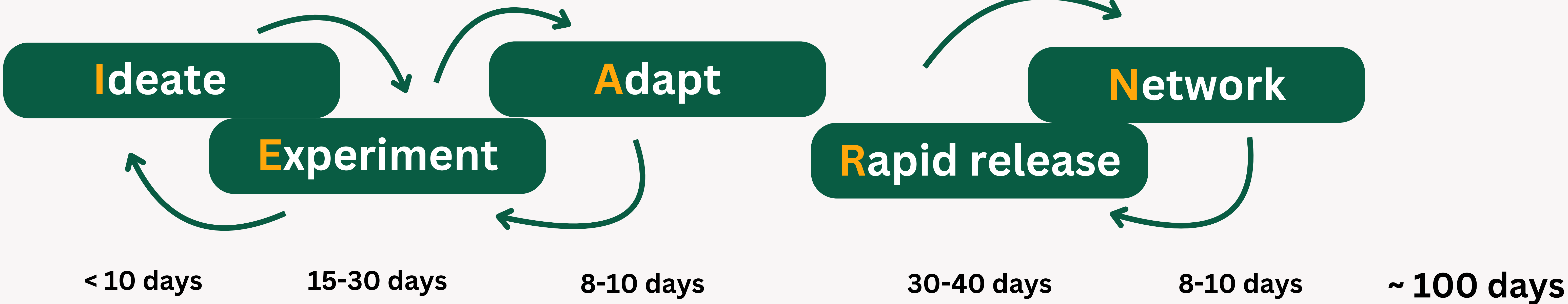
Refers to the physical money customers use to complete transactions, directly reflecting their purchasing power and financial liquidit



Exploration - Fail Fast to Learn Faster to Succeed Faster

- "Fail Fast to Learn Faster" emphasizes the importance of quickly identifying mistakes, allowing for rapid learning and adaptation to improve processes and strategies.
- "Succeed Faster" results from this accelerated learning, enabling quicker refinement and innovation, ultimately leading to faster achievement of goals and success.

Plan of action I - EARN



Ideate

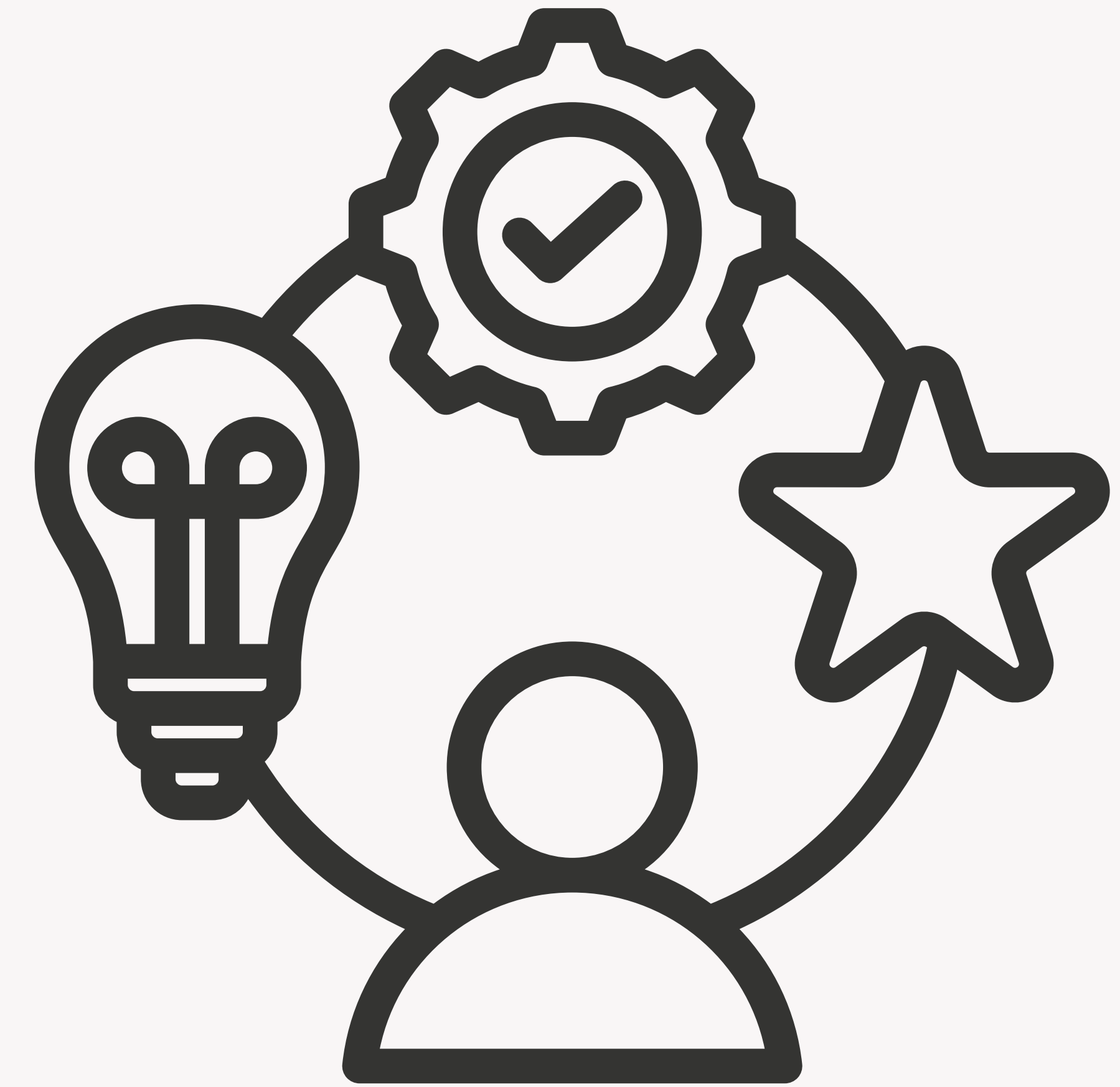
Generate a broad range of ideas or solutions in a creative brainstorming process, without immediate judgment or constraints, to foster innovation and creativity.

Encourage collaborative thinking among diverse team members to explore different perspectives, leading to more comprehensive and effective solutions for complex problems.



Experiment

An experiment is a systematic procedure carried out to test a hypothesis, discover new information, or demonstrate a known fact. It involves controlled conditions and variables to observe outcomes, providing empirical evidence and insights in scientific research and inquiry.



Adapt

"Adapt" means to adjust or modify oneself or something to fit new conditions or environments, ensuring effective functioning or survival in changing circumstances. It involves flexibility and responsiveness.



Rapid release

"Adapt" means to adjust or modify oneself or something to fit new conditions or environments, ensuring effective functioning or survival in changing circumstances. It involves flexibility and responsiveness.



Network

A network in business refers to a web of professional relationships and connections that facilitate opportunities, support, knowledge sharing, collaboration, and growth, enhancing the success and reach of an organization.



Methods & Mindsets

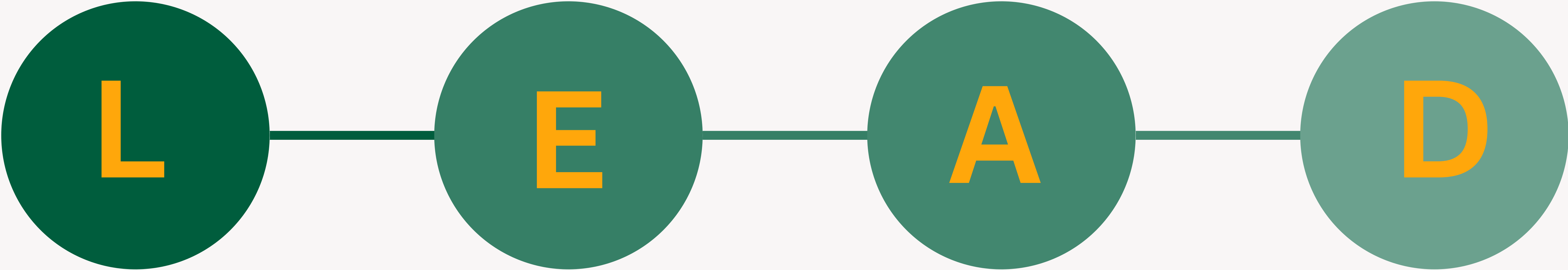
LEAD

Lean

Entrepreneurial
mindset

Agile

Design
thinking



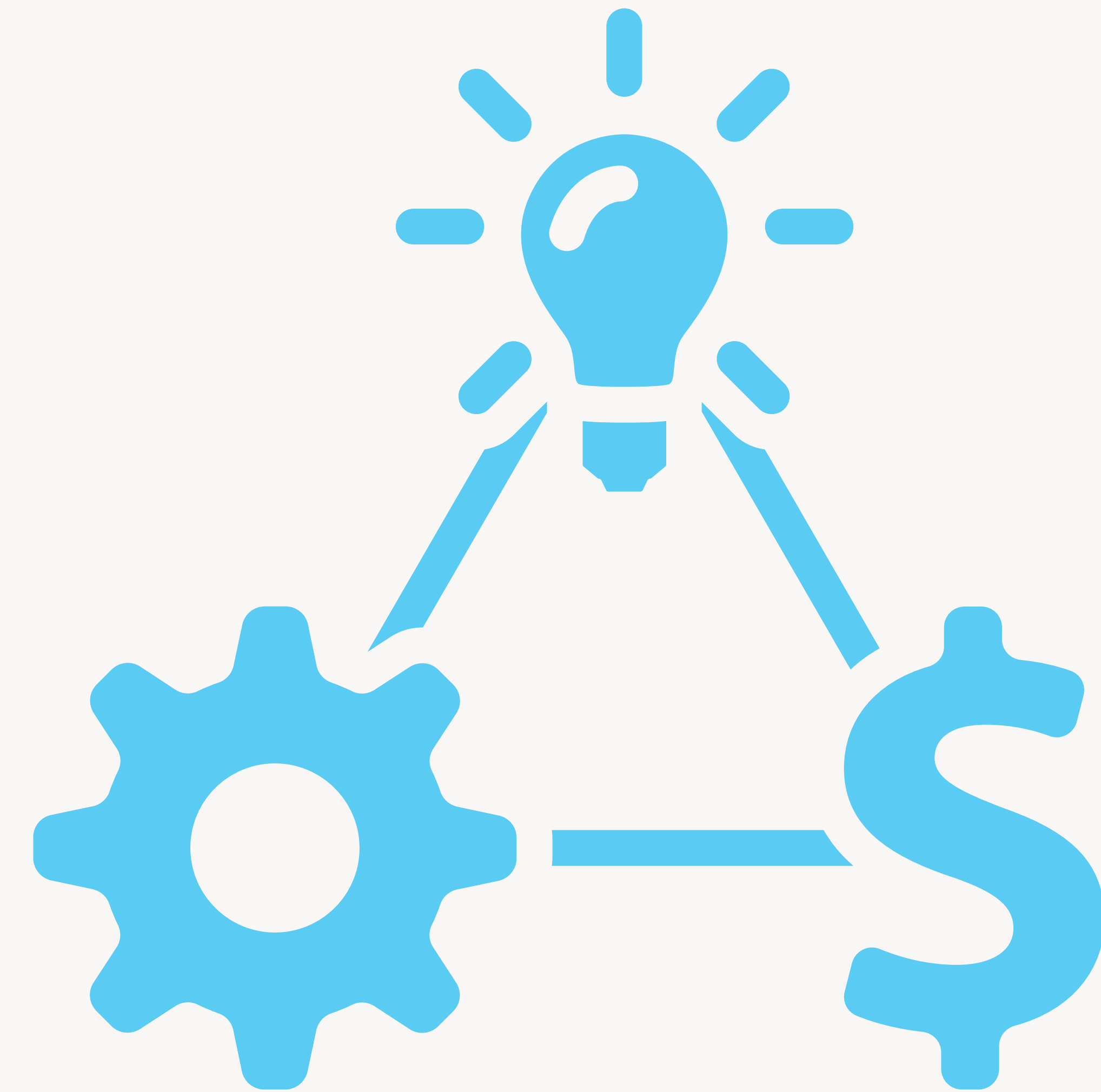
LEAN

Lean is a methodology focused on minimizing waste and maximizing value in processes. It aims to improve efficiency and quality by continuously identifying and eliminating non-value-added activities, enhancing customer satisfaction and operational performance.



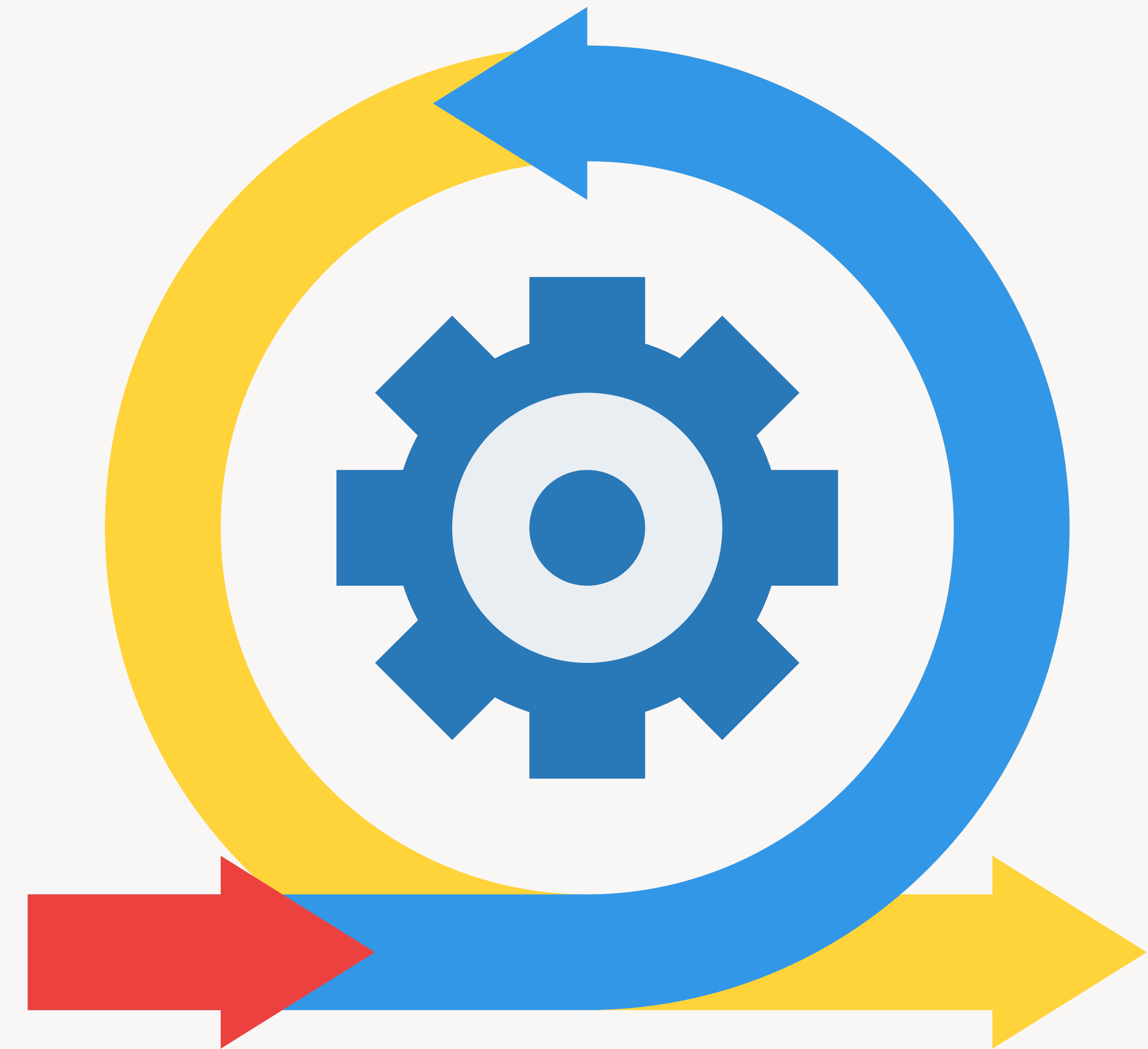
Entrepreneurial Mindset

An entrepreneurial mindset involves creativity, resilience, and a proactive approach to identifying opportunities. It embraces risk-taking, innovation, and problem-solving, driving individuals to create value, adapt to challenges, and pursue new ventures with determination and vision.



AGILE

A network in business refers to a web of professional relationships and connections that facilitate opportunities, support, knowledge sharing, collaboration, and growth, enhancing the success and reach of an organization.



Design Thinking

Design thinking is a human-centered approach to problem-solving that emphasizes empathy, creativity, and iterative testing. It involves understanding users' needs, brainstorming ideas, prototyping solutions, and refining them based on feedback to achieve innovative results.

