

**How to get**

# **From an idea to impact.**

**No one knows  
what the future  
holds. But the  
future belongs  
to those who  
build it.**

# What this is about.

Many entrepreneurs stumble into self-employment or their startup. Many fail, as the statistics show. Few survive the fifth year. Even fewer are economically successful beyond standard. And a fraction of these successful entrepreneurs feel that their business has made the world a better place.

In other words: many business models that lead to economic success have no positive impact on society and/or the environment. The high level of donations and endowments in old age can be an expression of the resulting dissatisfaction.

This does not have to be the case. That is why we have decided to support those entrepreneurs who not only want to be successful in an economic sense, but also want to lead a fulfilled life. By this we mean a life in which personal and professional life share a common foundation and thus coherence and harmony prevail.

This checklist shows that (in principle) it is not difficult to be an entrepreneur with impact. It is crucial that impact is considered from day one and acted upon. A good impact is at the end the result of intention paired with action.

# Start with yourself.

The history of founding personalities, of failed and successful companies has demonstrated that the first impact entrepreneurs have is defined by who they are, i.e., their character, personality, motivation, beliefs, actions, ...

Consequently, before you even start building something – and this is especially true for a company – you should consider why you do what you do and bring your actions in alignment with your purpose:

Make your motivation explicit and communicable (Why Statement)

Define the future state you want to achieve (Vision Statement)

Illustrate how you will provide the means to reach that state (Mission Statement)

Build and emphasise the traits necessary to achieve these goals (Characteristics)

Identify the actions that contribute to your vision and help you accomplish your mission

Identify the principles and values that frame your decisions

Engage in activities that give you energy instead of draining you

Understand how to manage your relationships in a mutually beneficial way

Organise and prioritise your tasks so that they align to your purpose, principles, and values and contribute to your mission

Lead yourself and others proactively to maximise your impact

# Scale your impact.

The foundation for any organisation and all enterprises is the belief that the proper combination and allocation of capital (e.g., time, money, real estate, IPs, etc.) yields a surplus value that would otherwise not be possible.

Or, to put it in simple terms: Working effectively and efficiently with other people will help you achieve more than you could on your own. The challenge now consists to translate your individual purpose into an organisational setting with positive impact:

Translate your individual purpose, principles, and values into a vision and mission other people want to join

Formulate your explicit impact hypotheses and define how you will measure success and failure

Build a bold and executable strategy that clarifies the path you will take

Identify and build a business model that suits your vision and mission and follows your strategy

Validate your business model, strategy and impact hypotheses with a minimum viable product (MVP) as the first expression of what you want to offer

Iterate your MVP and build the v 1.0 to launch your company

Define a growth strategy to leverage your impact

Recruit the right people at the right time to multiply yourself and your business' impact

Decide whether to bootstrap or to seek out for capital from investors or lenders to bring your company to the next stage

# Some final words.

If you want to be an impact entrepreneur it is paramount that you engage with people (i.e., customers, suppliers, partners, employees, institutions, family, friends, etc.) in a coherent and credible way. The goal is that people engage with you because they want to emulate you and learn from you. This is where all impact begins.

Many entrepreneurs fall in love with their business and, hence, often lose sight of the purpose and intentions behind it. This path will help you to quickly grasp the viability of a business model based on the economic and success and its potential to make the world a better place for all. This is the ultimate goal of a genuine impact entrepreneur.

# Let's get started.

We love to build and test impact ideas, especially as impact business models. We focus on impact rather the reputation. This is why we do not lose time with certifications and have build a service to help you test and validate your impact idea as quickly as possible for as little money as possible.

Since the framework we present in this document follows a scientific approach to business model creation (we consider the business model itself as a testable hypothesis), you should be able to achieve your impact goals on your own by applying this framework to your own life.

If you want to get there as quickly as possible, get in touch with us an we can build a testable prototype for you in just 24h.

**1**

**Book a free call to explore the idea.**

**2**

**Set the purpose and build a low-fidelity UI.**

**3**

**Use feedback to build and validate an MVP.**

**Schedule Free Call Now**

