

SIGRUN

7 Step Formula

1. Vision

Create a vision with a guided exercise from your subconscious.

2. Dream Life

Design your dream life and your dream day.

Write down all the things you enjoy doing.

3. Passions

Brainstorm all your passions and start to connect related passions.

4. Business Ideas

Figure out all possible business ideas from your passions and their potential revenue models.

5. Matrix

Set up a matrix where you evaluate your business ideas against your vision and dream life.

6. Why

Find out your why behind your favourite business ideas and your overall why for starting a business.

7. Pitch

Learn and practice to pitch your business idea. Pick your final business idea to take action.