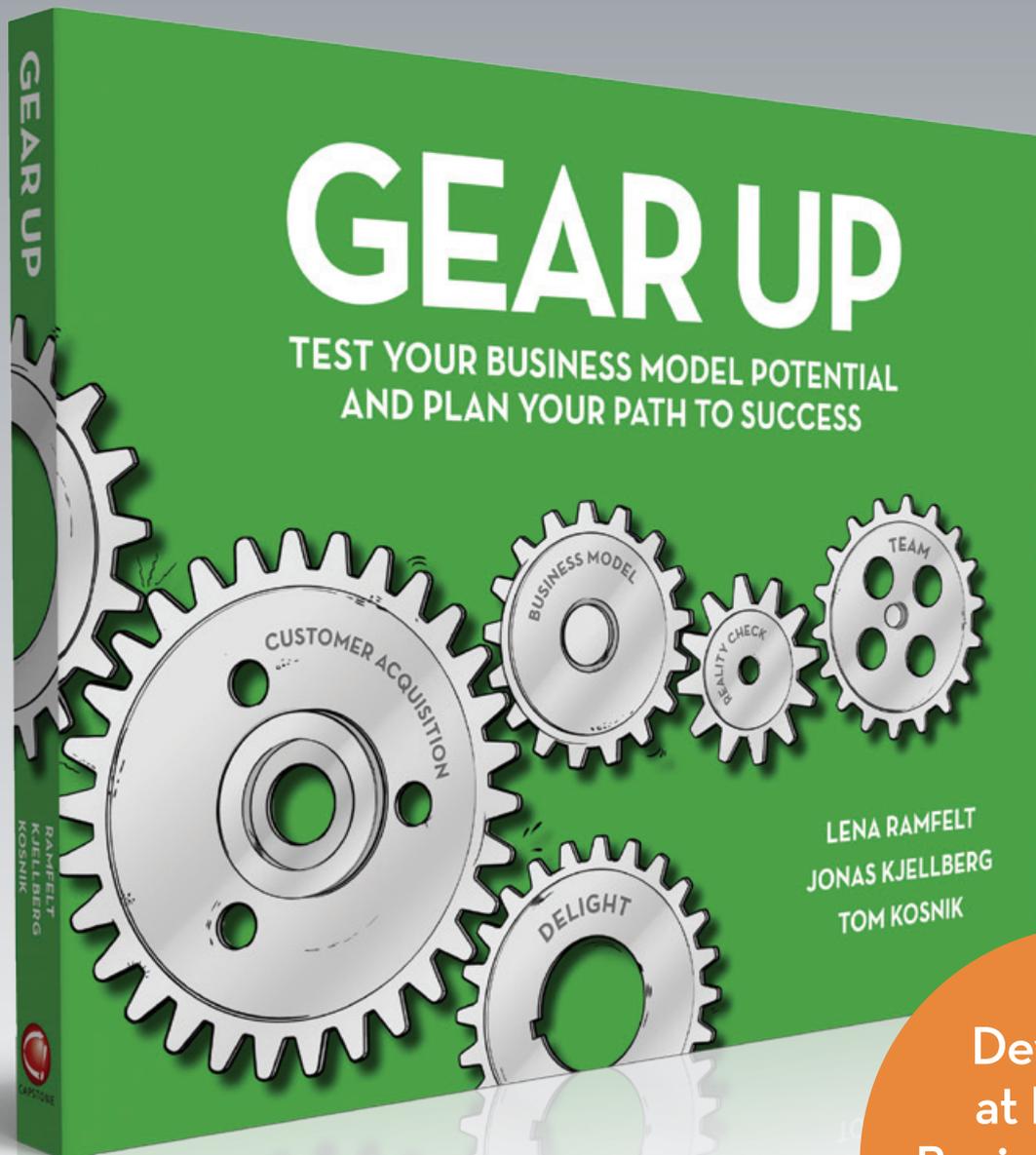


YOUR ENTERPRISE BOOTCAMP

TRANSFORM YOUR IDEA INTO A HIGH
POTENTIAL VENTURE!



**A REVOLUTIONARY
9-COMPONENT FRAMEWORK
TO THOROUGHLY EVALUATE, TEST
AND ASSESS ANY NEW OR EXISTING
BUSINESS VENTURE.**

Developed
at Harvard
Business School
and Stanford
University

GEAR UP

TEST YOUR BUSINESS MODEL POTENTIAL
AND PLAN YOUR PATH TO SUCCESS

LENA RAMFELT
JONAS KJELLBERG
TOM KOSNIK

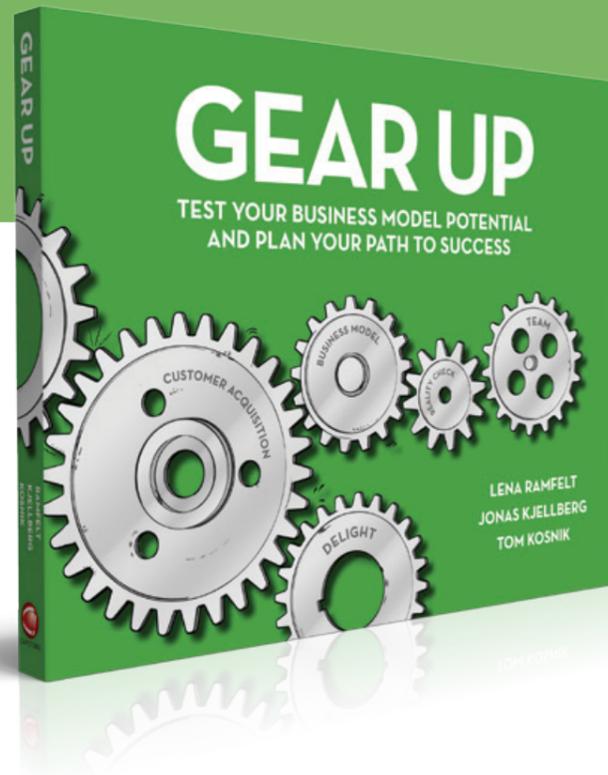
Transform your business idea into a high potential venture

Big, bright and brilliant, *Gear Up* is an engaging and practical workbook for anyone looking to pursue a fresh business opportunity or grow an existing one. It's a bootcamp, with clear, easy-to-follow steps to test your business idea, assess its potential and make it work! Based on a revolutionary 9-component framework, *Gear Up* offers entrepreneurs, intrapreneurs, innovative executives and business students a toolkit to bring their ideas to life and transform them into high potential ventures.

Gear Up offers a useable business tool for assessing the needs of a business idea and helps you create a plan of action to promote business success. By working through the chapters of the book, you get to create a winning strategy based on recommendations tried and tested by executives around the world.

Gear Up offers:

- A step by step guide to help you build a foundation for your business opportunity
- Solid business framework formulated from entrepreneurs, academics and real life experience
- A highly practical workbook with visual, full-colour design and compelling layout



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HOW GEAR UP IS BEING USED

Gear Up forms the basis of a summer course on entrepreneurship at Stanford University. It is also covered on parts of the MBA programmes at Stanford University, Stockholm University and Business schools in Singapore.

Visit www.gearupventures.com/education to find out more about their public courses.

EDUCATORS' SUPPORT MATERIALS AVAILABLE AT gearupventures.com

- ⚙️ PowerPoint presentations with teaching notes
- ⚙️ Online course materials
- ⚙️ Course Schedule
- ⚙️ Evaluation Forms
- ⚙️ Certificate for students who complete the course

PLUS AN INNOVATIVE, INTERACTIVE DIGITAL TOOLKIT

- **Gear Up Virtual Toolkit (powered by You Noodle):** A digital platform where participants can present their enterprise idea, work through the framework, answering questions and get real-time feedback from their facilitator/educator. The tool will even generate a ready-made PowerPoint presentation at the end of the process!
- **Gear Up Mobile App (powered by We Chat):** This app allows students to answer questions from their lecturers or vote in real-time from their phones within the classroom. The app promotes student engagement and class participation.

**These digital tools will be available soon.
Demos available on request.**

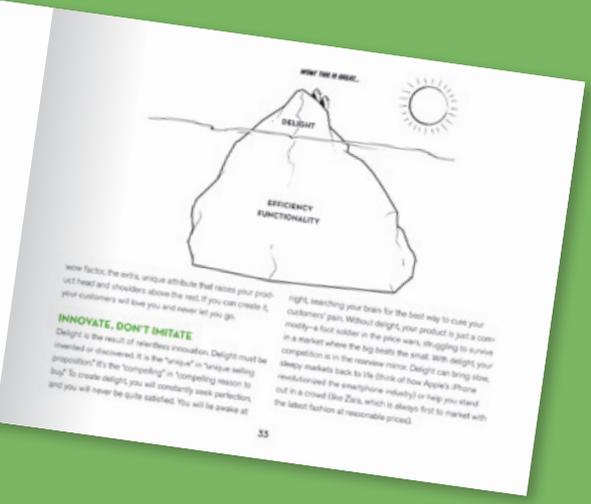
ABOUT THE AUTHORS

Jonas Kjellberg, serial entrepreneur, is responsible for major VC investment portfolios and is one of the creators of Skype. Jonas had a vision to fuse lessons learned from both hyper-growth companies with world class universities to create a user-friendly mix accessible to all.

Tom Kosnik is a Professor at Stanford University. Tom started his teaching journey at Harvard, where he laid the foundation for *Gear Up*. Tom speaks at events around the world including USA, Mexico, China, Chile and Singapore.

Lena Ramfelt holds a PhD from Stockholm University. She joined forces with Tom at Stanford and together they explored and captured information on growing companies. Lena now splits her time between consulting and lecturing.

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