

Aimforthemoon

New Realities: Corporate-startup.



What is it.

Corporate-startup.

You have a unique advantage over typical VC-backed startups. You have the customers, channels, talent, technology, brand, supply chain, and capital to ensure new ventures reach success into the marketplace far more quickly and robustly.

Aimforthemoon realizes corporate-startups for clients who don't have enough internal capabilities and/or resources available and for those who want to tap in our extensive execution energy, expertise, experience and network.

Lead time.

10 months

Payment model.

Flexible service partnership

Flexible monthly budget tailored based on needs

Entrepreneurial partnership

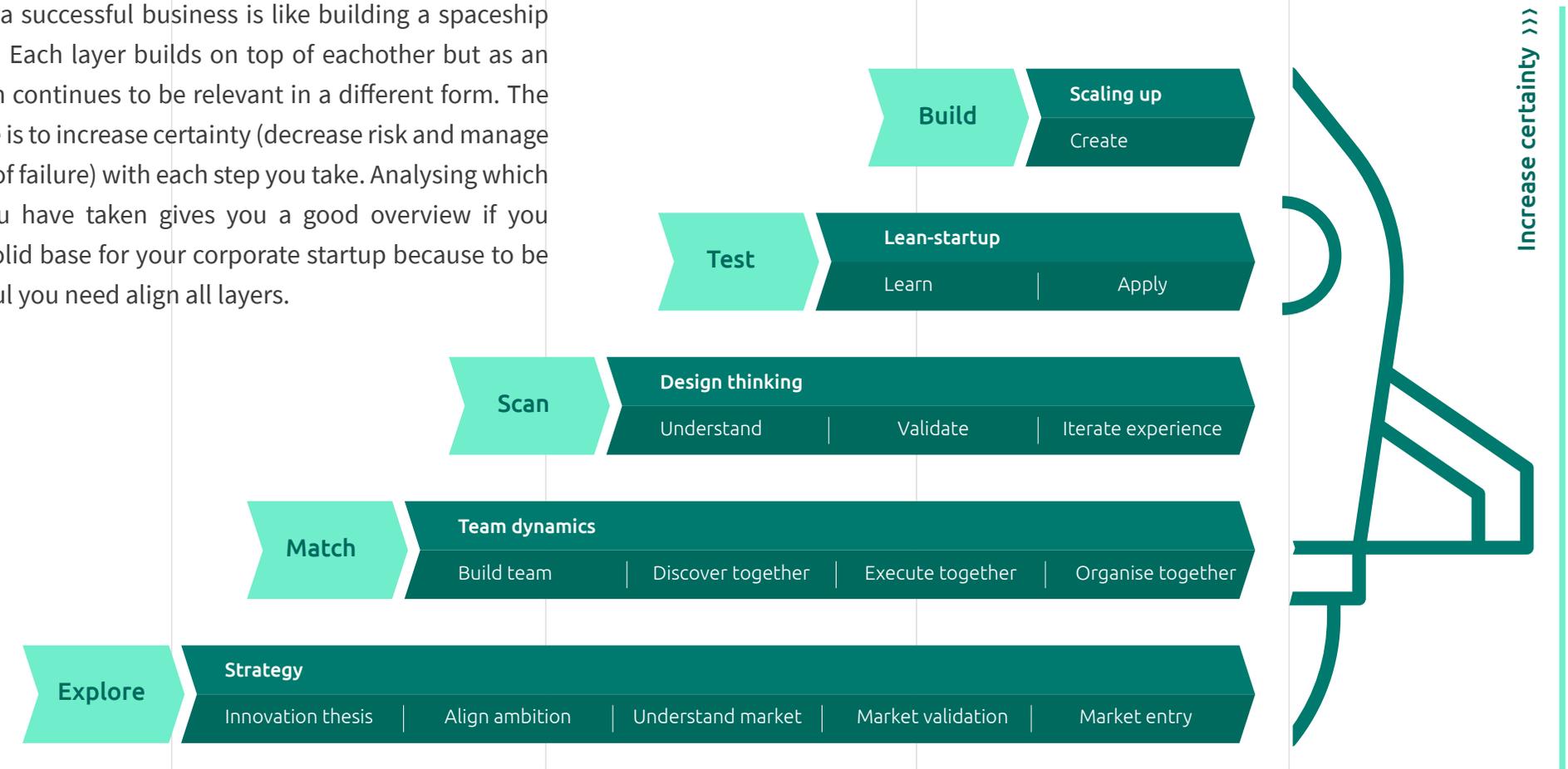
Cost plus fee tailored based on needs

Additional bonus based on success:

joint risk & reward

Building a **successful business.**

Building a successful business is like building a spaceship in layers. Each layer builds on top of each other but as an approach continues to be relevant in a different form. The objective is to increase certainty (decrease risk and manage the cost of failure) with each step you take. Analysing which steps you have taken gives you a good overview if you have a solid base for your corporate startup because to be successful you need align all layers.



The 0-1 toolkit.

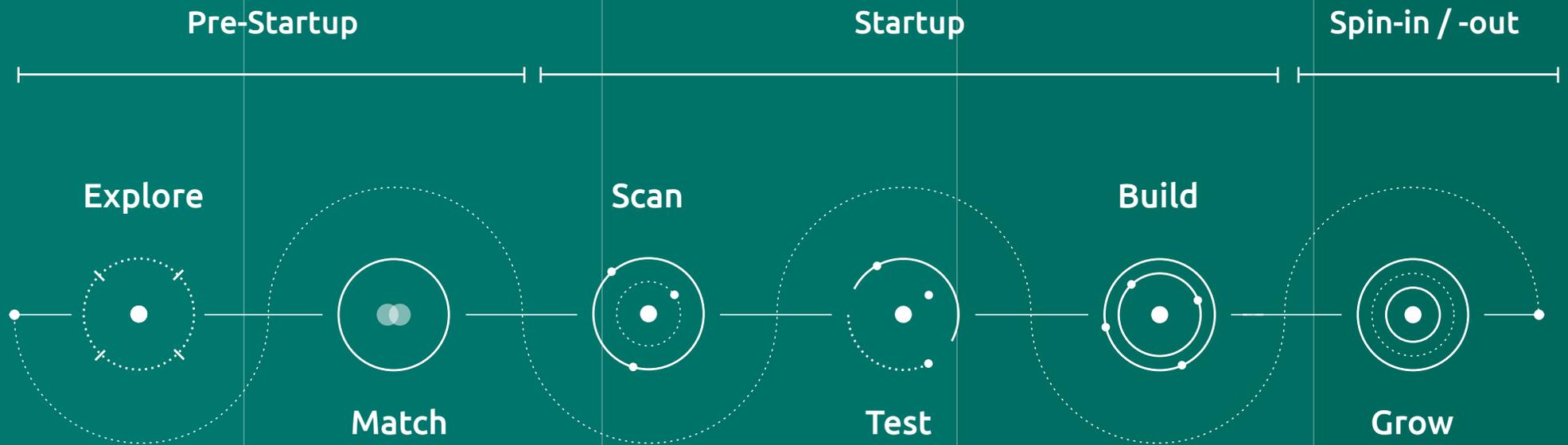
From our experience, we know that when it comes to building a business, it can be challenging in terms of time and effort to decide which tools to use, what step to pursue next and what templates to create. This is why we have developed the 0-1 toolkit.

The toolkit is a complete Trello board that contains the planning, a series of checklists, templates and examples from previous teams that will help you focus on content and execution in each phase of your 0-1 journey and build things that scale.

How it is structured

- A fixed Trello board based on 0-1 phases.
- Introduction document with checklist for each phase
- Examples and templates per phase
- The toolkit is continuously optimised

Our framework.



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Explore.

Preparing for the next big corporate-startup!

Building a corporate-startup is very different than any startup you started in the past. It's not enough to solve pains for your customers. You need to build something that aligns with the corporate strategy and vision.

In the Explore phase we define the strategic boundaries that form the fundamentals of the potential business. We call this the scope. Can we go international? Do we need to target a specific target audience, can we conquer new markets or do we focus on a certain technology? Which corporate assets can we use? This doesn't mean you can't be creative or you can't build a disruptive business. It means you will build something disruptive the corporate is actually aiming for.

Deliverable:

A clear scope and partnership agreements based on our checklist to start

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Match.

*‘First get the right people in the bus,
then decide on the direction’*

- Jim Collins

During the Match phase the opportunity and scope is introduced to our community. This is the first time you have heard about the opportunity and get on board!

We form the best team for the innovation opportunity. We select entrepreneurs that have relevant experience in the industry, have a proven track record, and match together with the other entrepreneur and intrapreneurs personality wise.

Deliverable:

An A-team of on average 2 entrepreneurs and 2 intrapreneurs ready to start!

Scan.

Duration: 9 weeks

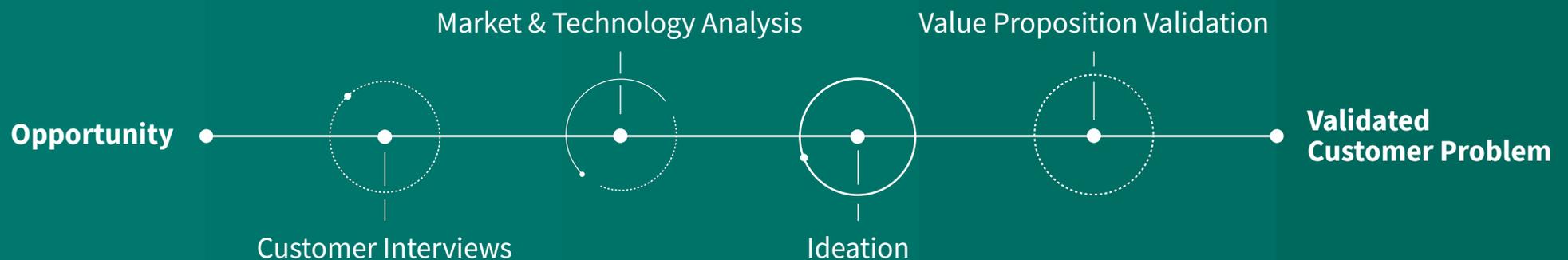
In the Scan phase the team looks for solutions that solve the biggest pains for the most interesting target audience. You will talk to potential customers, scan the market for trends and technologies, but also focus on assets the corporate has to offer, always keeping in mind the business potential.

Workshops

Customer Development | Lean Startup
Inspiration Session | Deep Dive
Experiment Design | Assumptions
Business Model Canvas | Design Sprint
Team Canvas | Pitching

Deliverable

A validated customer problem and multiple potential solutions in a pitch-deck, including the experiments we've planned for the Test phase.



Aim for the moon

Test.

Duration: 4 months

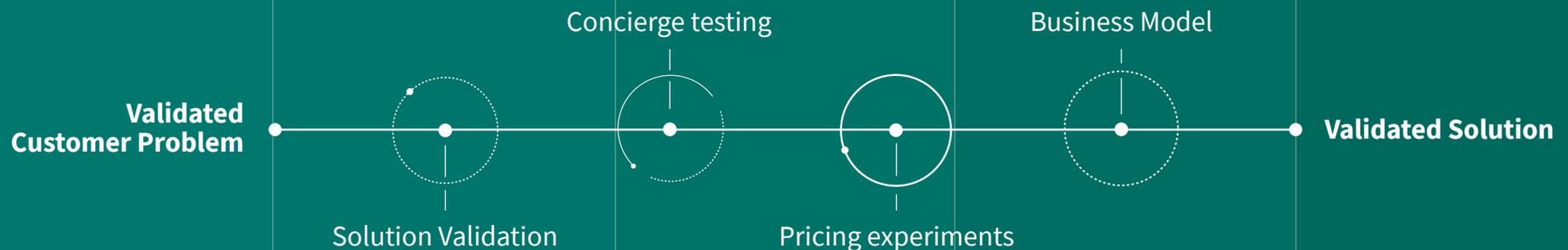
In the Test phase the team goes from multiple concepts to the first version of what they believe the business should be. By quickly experimenting they will pivot until they have a validated solution, showing they can attract and activate customers, and even can make money.

Workshops

Pricing Experiments
Growth Hacking Business Case
Post Mortem | Stakeholder Session
Roadmap Session | SCRUM
Pirate Metrics

Deliverable

A pitch-deck that contains the moonshot of the business, the roadmap to get there, the validated solution & business model and the team needed to succeed.



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Build.

Duration: 4 months

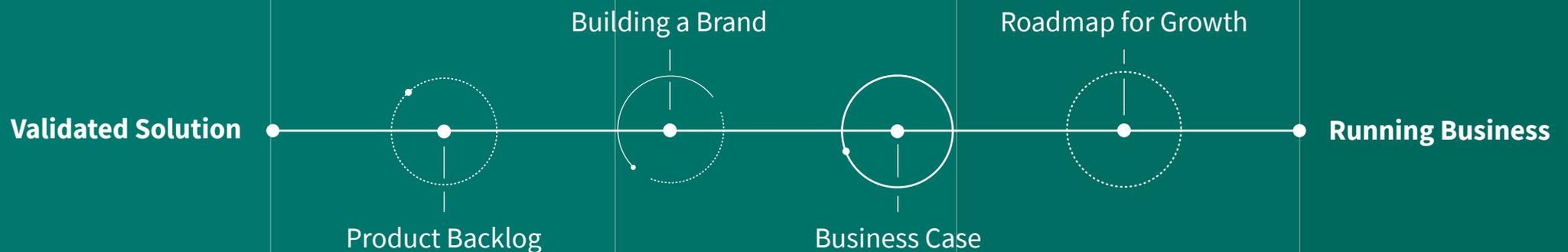
In the build phase we actually build the first version of the business that will be launched. Besides creating the product or service, you also focus on validating the growth engine define the team needed to launch, refine the business case with actual numbers and work on the final name and brand.

Workshops

SCRUM | Business Case | Spin in / out

Deliverable

A business with real (paying) customers and ready to launch. It's a business that will give you the first scalable traction and income, but is not scalable yet.



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We Aimforthemoon.

We pursue impact. Relentlessly.

Our clients are courageous visionaries who are committed to a sustainable future for the next generation. We unite and support C-suite and innovation leaders in this bold battle.

100% entrepreneurial execution.

Sharing the same believe as our clients in solving their customers' pain, we act as co-founders in the innovations our clients launch with us. Our diverse set of executional expertise brings quality and speed: entrepreneurs, coaches and facilitators, customer development specialists, growth hacking & marketing experts, product developers & designers.

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Feel free to drop by for a conversation
or a cup of coffee.



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