we grow wild!
100% PURE BERRY POWDERS FROM THE LAND OF THE MIDNIGHT SUN
Where we are now

+ online, two distributors
• **Current trends**: Well being, quality, different diets, country of origin, sustainability etc. ..... 

• What are your USPs

• What makes your product stand out?

• **Marketing** - who, how, when, where

• **Who’s eating your product**? Your audience

• Scaling up, are you capable

• **Sourcing, manufacturing** – have the base ready

• Margins

• Digital age
Running your own business is the best thing in the world.
However, let’s start with the facts

“Entrepreneurs are willing to work 80 hours a week to avoid working 40 hours a week”
It will not happen over night

WHEN THINGS DON'T HAPPEN RIGHT AWAY JUST REMEMBER IT TAKES 6 MONTHS TO BUILD A ROLLS-ROYCE AND 13 HOURS TO BUILD TOYOTA.
Things to be prepared for

• You will become a multi-tasking handyman, for free
• It takes 100 “no”s to get one “yes”
• You can’t please everyone
• Someone is going to copy your idea
Do

• Start small, grow naturally

• Go to events, talks, workshops... (share problems & solutions, everyone’s got the same struggle, ASK FOR HELP IF YOU NEED IT!) (cocoa butter example)

• Think how you can do things with minimal budget
  (friends, social connections, return favours, be creative)

• Online shop is great to start with – same on services
  (small quantities, minimal investment, testing)

• Be out there
  (sampling, events, goodie bags, networking) Ask your customers. (Example)
Share jobs – build a team

Works perfectly, the key is trust – and the journey together
There’s a software (or template) for everything

Squarespace

Shopify

Xero

LivePlan

FreeAgent

Stripe
At some point you will have to outsource, it will happen naturally
Don’t

• Be all over the place, try do one thing at time
  (export enquiries, sample follow up)

• Scale up too quickly – product develops (Fenwick example)
  (or do anything that you are not ready for or cannot afford)

• Let the outside pressure affect you
  (board meeting example)

• Be late from a meeting (pictures on phone, comment negatively about your competitors)