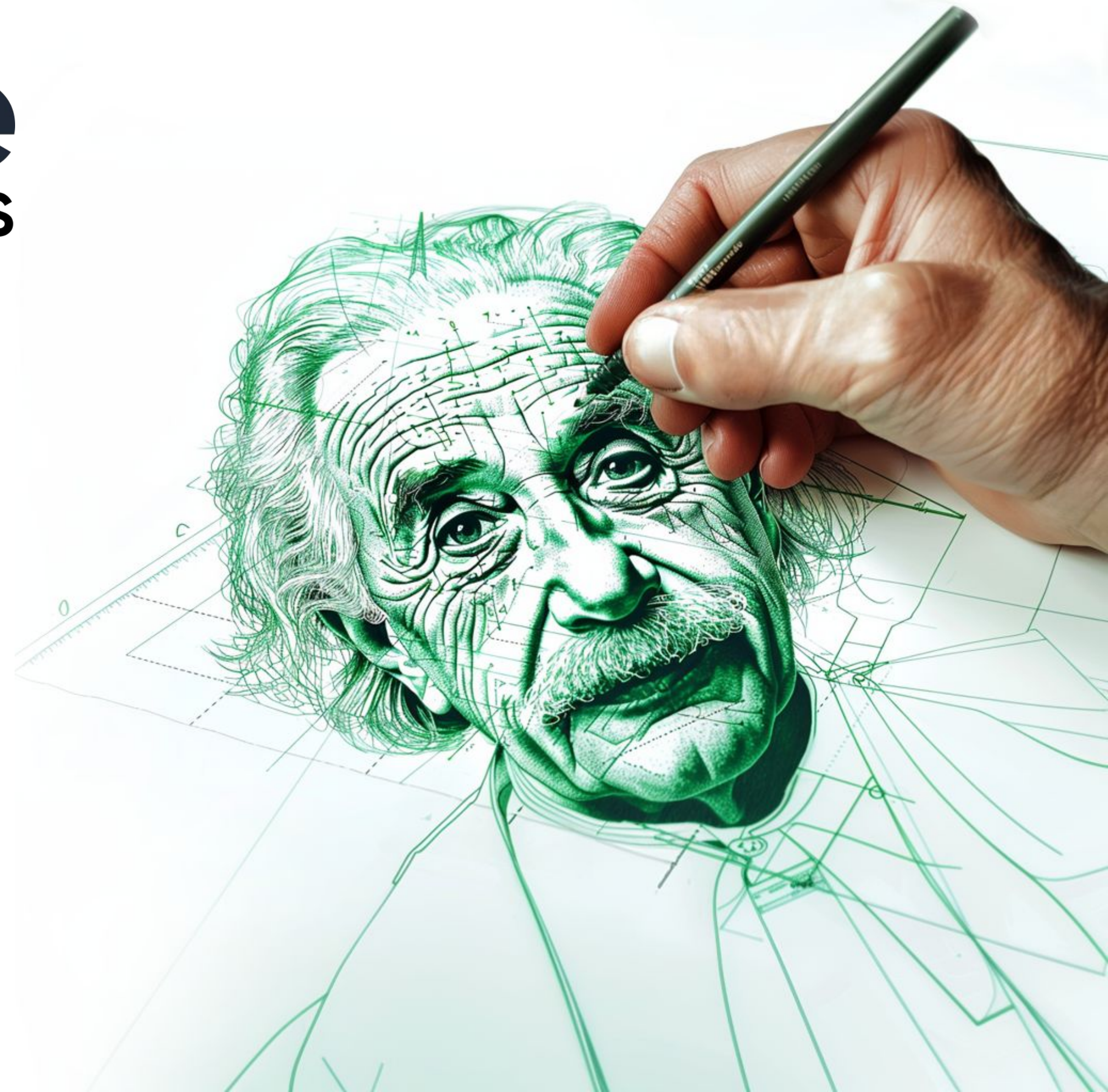




Discovering and Nurturing Lost Einsteins

Studio Online Program | Global View





Customer focused entrepreneurship

We believe that founders need to start their journey by **listening to customers**. This helps inform a entrepreneurs idea and provide direction on what to build.

We have brought our collective experience as startup entrepreneurs in Silicon Valley to create a program that can provide a guide to help entrepreneurs succeed and avoid some of the pitfalls we made along our similar journey.

Today, entrepreneurship is taught with too much theory and insufficient real-world experience.



Consequently, many founders believe in the model of 'build it and they will come' mindset.

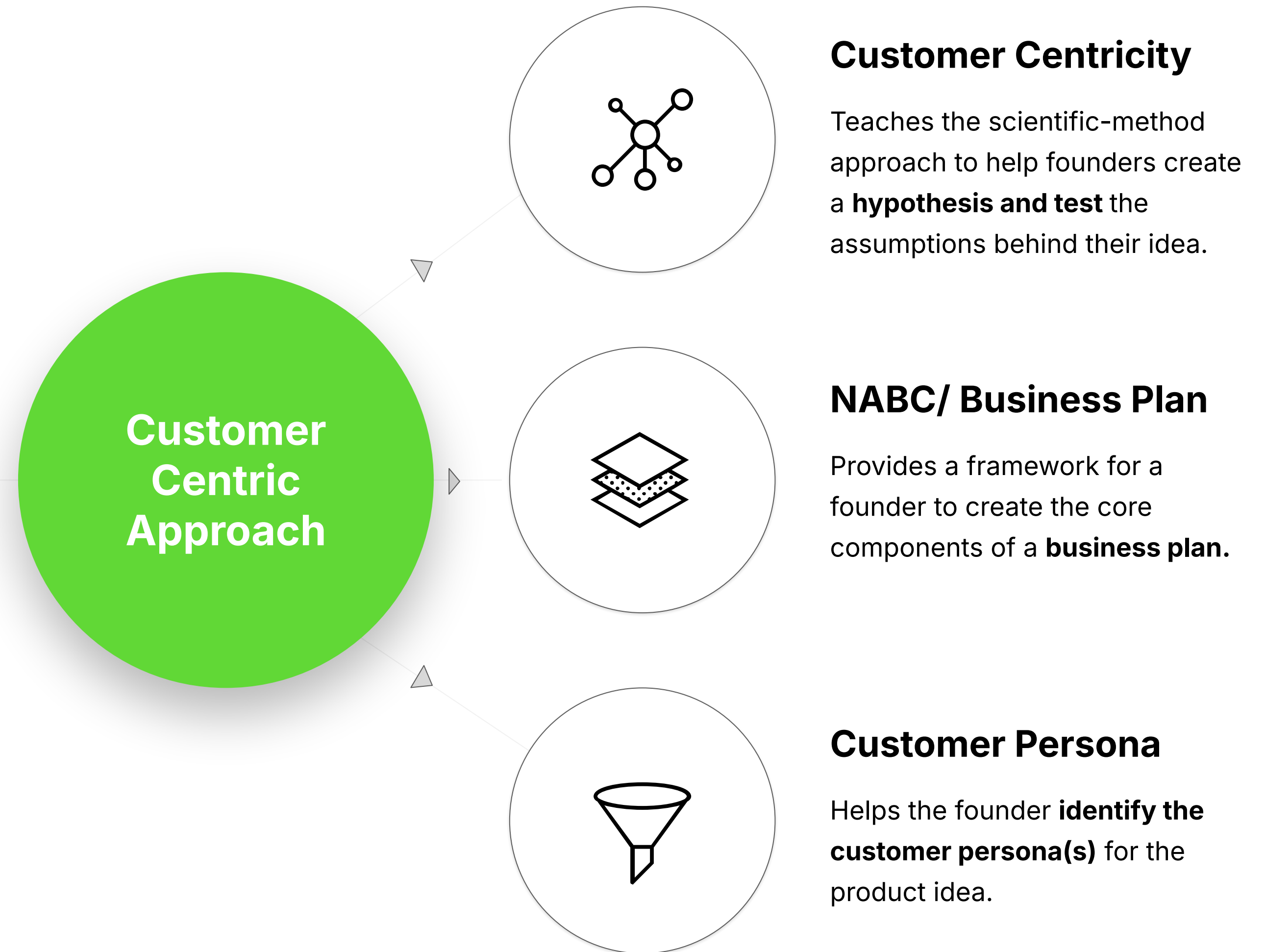
However, customers rarely do just show up and regrettably 10% of all startups fail, mostly due to a lack of customer or market understanding.

Top 20 reasons why startups fail



Sources : CB Insights

Our entrepreneurship program addresses these challenges.



What is a NABC?

A framework to create
quantifiable metrics to
understand:

Market Need

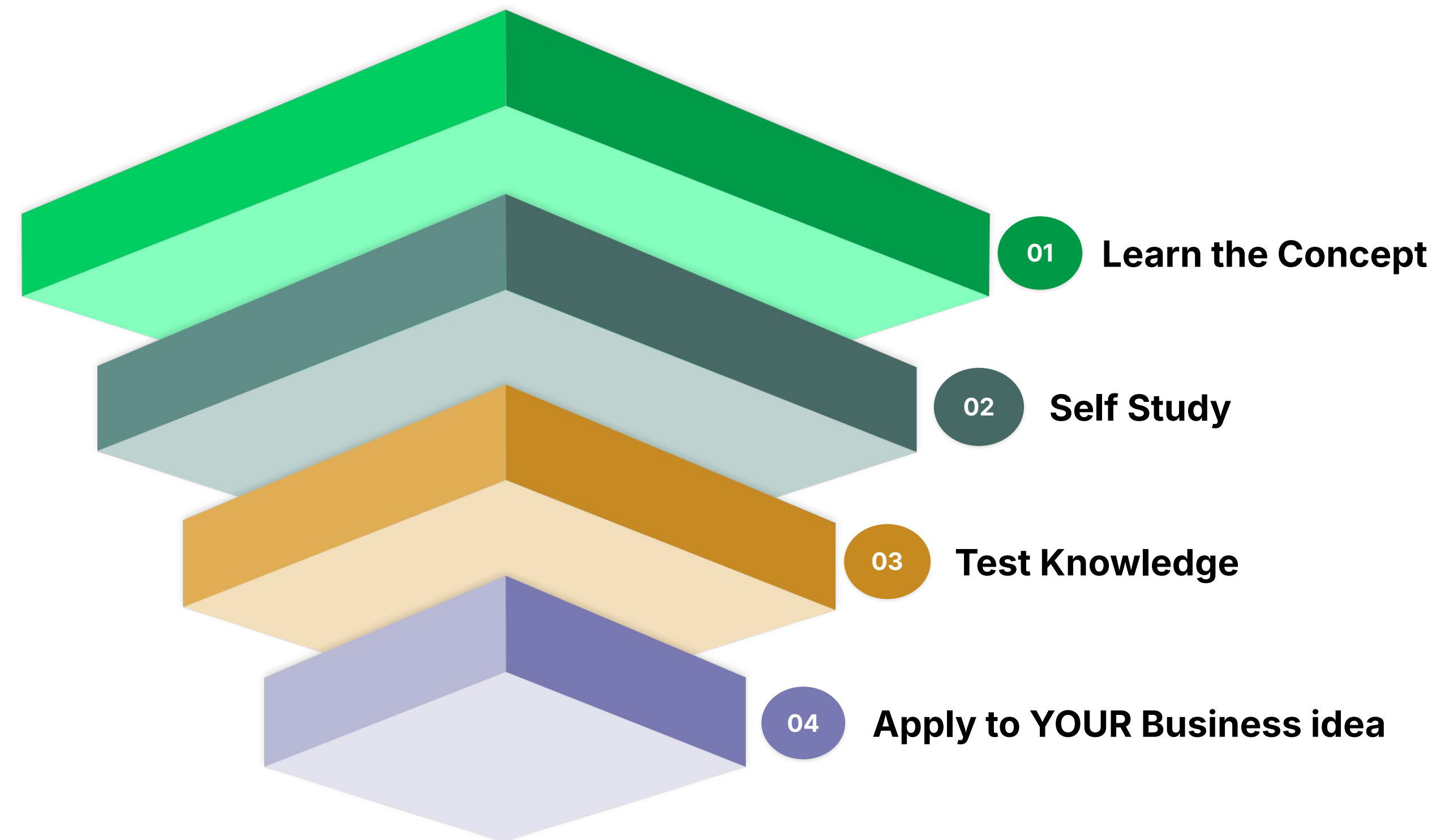
Business Approach

Product Benefits

Business Competition



For each program, entrepreneurs learn the concept and then applies to their own idea.



Graduates from the program are trained in entrepreneurship, and may choose to use this knowledge to build their own startup or apply this customer-focused mindset throughout their career.



We are experienced serial entrepreneurs and have the knowledge of running some of the **largest blockchain developer ecosystem programs.**



IAN FOLEY

Managing Partner

- Former Chief Business Officer at both Arweave and Binance.
- **25 years in Silicon Valley** as serial entrepreneur with multiple exits (3x M&A, 1x IPO).
- Previous experience leading Tier 1 accelerators as Stanford Research Institute and Telecom Italia Ventures, resulting in creation of successful playbook that resulted in spin-outs like Siri (**\$200M acq by Apple**).



FRANCISCO RIBEIRO

General Partner

- Founder of one of the largest Europe-based **community for technical founders** that now has 4,000 members.
- Startup turnaround expert, with success helping companies create their digital businesses and raise capital.
- Extensive contacts with Portugal's government, industry and universities, with experience securing grants to support entrepreneurship.

What's coming next?

After the Online Program, you can **apply to join us in Portugal.**

