



GETTING STARTED ON GENEVA CAPITAL LAUNCHPAD

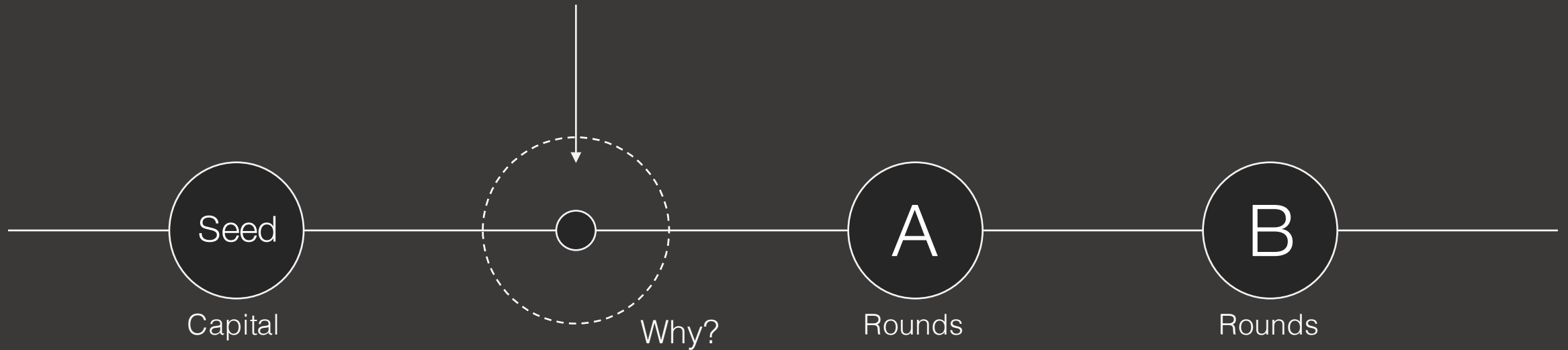


TOP THREE REASONS START-UPS FAIL*

1. Failed to introduce a viable product
2. Ran out of money
3. Outperformed by competition



58% of all startups fail here



1. Driven by idea, not by real market situation
2. Underestimated the competition
3. **Failed to find a viable business model**

WHAT IS THE PROBLEM?

Start-ups struggle to come up with viable business models even past successful seed funding. Unexperienced management, high marketing costs and expensive talent are shrinking the chance for success.

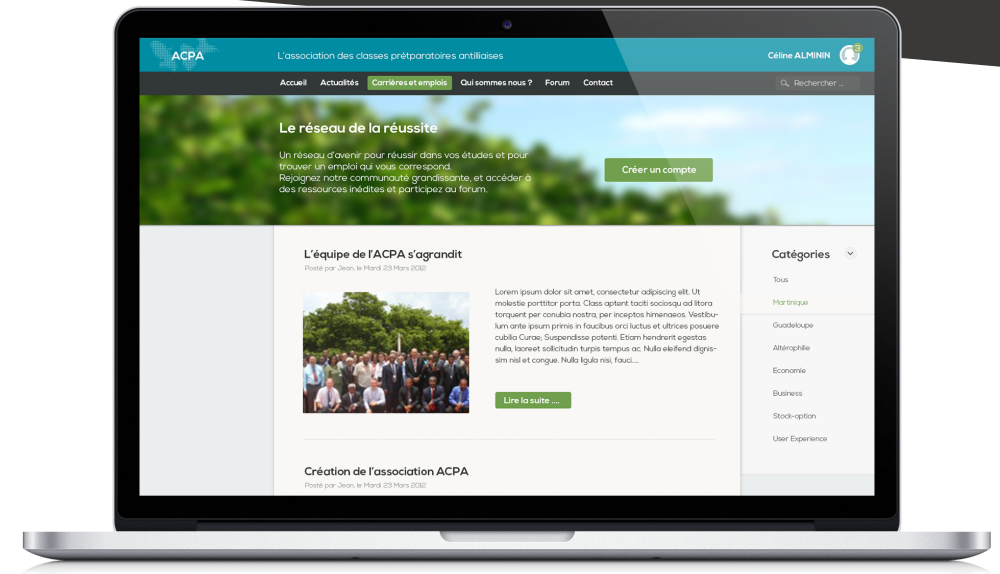


Explore the Launchpad

The GC Launchpad is a program designed by experts and professionals in business development, to help converting ideas, plans and calculations into a viable business model.

Modern tools for modern start-ups

- Professional web presence
- Investment / Executive Summaries
- Investment teasers
- Products / Services brochure
- Communication tools
- Market research
- Strategy planning
- Business planning
- Business development





Find out more at
www.geneva-capital.com