

Pebble
WAVE

 **Crowdfoods**
Food Entrepreneur & Startup Association
FESA | www.crowdfoods.com



CONSCIOUS PURPOSE INCUBATION PROGRAM FOR STARTUPS

Discover how you can **become a conscious purpose company**, unlock your full potential and bring global change



The current societal context

THE CURRENT CONTEXT



Pebble Wave is convinced that there is a **major discrepancy** between the challenges of our times - and the way we are taught to handle and solve them.

Think about things as, but not limited to: climate change, new energy, global health and well-being, social media, unequal wealth distribution, food production, ocean plastics, availability of natural resources, geopolitical tensions, ...

THE CURRENT CONTEXT

We believe there is a way to simultaneously reintroduce **humanity** in our lives, reconnect with **nature** and build an enjoyable and prosperous **economic environment**.

It's our purpose to realise this for generations to come - and for generations **around the globe**.



THE CURRENT CONTEXT



At Pebble Wave we believe that if people feel **safe and protected by the leaders** in their organisation, their natural reaction is to **trust**, to **cooperate** and to feel **grateful**. These are indispensable key values in human and future proof ecosystems.

Furthermore, we believe that our personal life, our inner-self and the business environments we operate in, should align in the same ecosystem. Only when we reach this goal, we'll be able to build a more conscious and aligned world.



Climate change and protection is actually and will be also in the future **the most important challenge for all citizens, political and economical stakeholders** of the global society.

To avoid and to prepare for climate change **we have to transform the agrifood system totally to a 100% sustainable and climate friendly ecosystem.**

We at the crowdfoods Food Startup Association **encourage and support all founders of food- and agritech-startups** as well as all innovators in the entire agrifood value chain **to focus on real sustainability as the major purpose of their companies.**

That's why we appreciate the approach of Pebble Wave and recommend this CONSCIOUS PURPOSE PROGRAM especially to our crowd. Together with Pebble Wave we have set up a special offer for our members and stakeholders.



**How can this become reality for
food startups**

CONSCIOUS PURPOSE PROGRAM FOR FOOD STARTUPS



	Sprint 1		Sprint 2		Sprint 3		
Step	1.1 Purpose	1.2 Business model	2.1 Offering maturity & dev roadmap	2.2 commercial model	3.1 Mental DD	2.1 Financial model	3.2 Investment need & bus roadmap
Scope	<ul style="list-style-type: none"> Purpose discovery Leaders & organisation Inner & outer 	<ul style="list-style-type: none"> Purpose driven optimisation of bus model 	<ul style="list-style-type: none"> Product maturity assessment Development roadmap 	<ul style="list-style-type: none"> Distribution model Sales funnel effectiveness Price setting Sales enablement 	<ul style="list-style-type: none"> Intro to consciousness Psychological Safety Individual and team tactics & dynamics 	<ul style="list-style-type: none"> Cash optimisation & planning Payback & autofinancing assessment 	<ul style="list-style-type: none"> Investment need assessment Roadmap definition
Outcome	<ul style="list-style-type: none"> Articulated purpose for the leaders and the organisation 	<ul style="list-style-type: none"> Business model improvements to realise the purpose and unlock company energy & crativity 	<ul style="list-style-type: none"> Articulated purpose towards customers Insight in offering improvements & HL developments to reach purpose 	<ul style="list-style-type: none"> Clear insight & benchmark on commercial effectiveness and potential improvements 	<ul style="list-style-type: none"> Insight in team dynamics Insight in talents & behaviours Establishment of trust and safety 	<ul style="list-style-type: none"> Clear insight in revenue & cost optimisations to enable business model and maximise bankability 	<ul style="list-style-type: none"> Clear insight in optimised investm tent need Insight in prioritised overall business roadmap
Effort company	<ul style="list-style-type: none"> 0,5 day group session 0,5 day individual deapening sessions 	<ul style="list-style-type: none"> 0,5 day group session 0,5 day individual deapening sessions 	<ul style="list-style-type: none"> 0,5 day group session 0,5 day individual deapening sessions 	<ul style="list-style-type: none"> 1-2 meetings with commercial/finance lead 	<ul style="list-style-type: none"> one 3 hour session for all leaders 	<ul style="list-style-type: none"> one 3 hour input meeting** 12-hour meeting to clarify optimisations 	
	2 days – 10 startups		2 days – 10 startups		3 x 0,5 day – indiv. 2 startups*		

- *2 startups will be ready for sprint 3 after sprint 2
- **Assumption: asis cash planning available



Process, benefits & pricing

The 3 sprints in the program are a chargeable service by Pebble Wave and can be booked separately per each sprint or in bundles.

Food startups can decide after each step if they want to go on with the next step.

After the third step Pebble Wave will decide on an investment and on the amount of this investment.

The amount for the sprint service will be charged afterwards and can be taken into account as an investment.

Valuable benefits – what you will get through the sprints (1 – 3):

Sprint 1

- Personal purpose and purpose of the organisation
- Purpose driven improvement of your business model

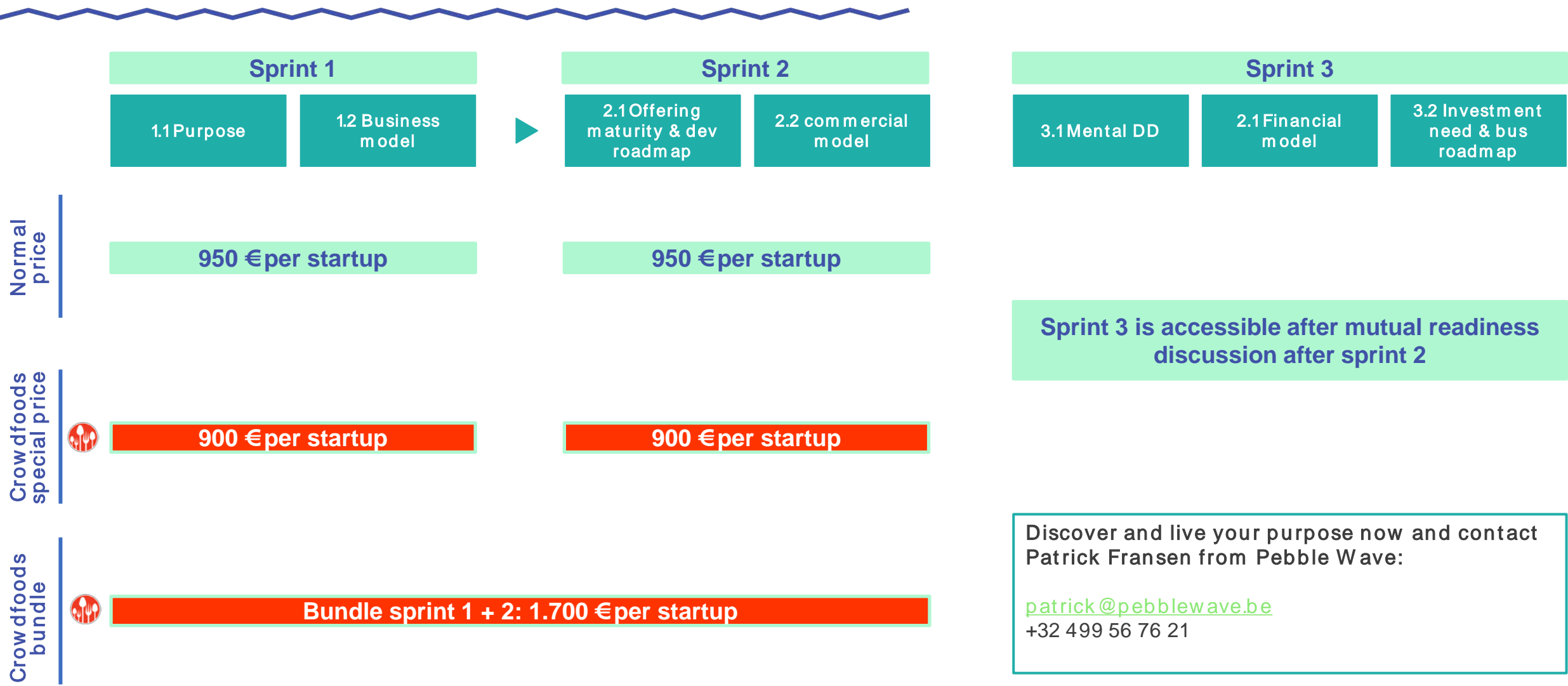
Sprint 2

- Offering maturity & development roadmap based on your purpose
- Purpose based commercial model

Sprint 3

- Mental due diligence on consciousness, personal and team dynamics
- Purpose based financial model
- Purpose driven investment need & bus roadmap
- Finally: Get a real purpose driven investor on board

CONSCIOUS PURPOSE PROGRAM FOR FOOD STARTUPS – PRICING*



Discover and live your purpose now and contact Patrick Fransen from Pebble Wave:

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*Pricing excl. VAT

Curious?

Contact the Pebble WaveTeam



Patrick Fransen

- Business & Life Connector
- Entrepreneur
- Investor

Coach and contact person for the program

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Stephan Bostoën

- Business visionary
- Entrepreneur
- Investor

Coach of the program



Erik Dielen

- Life coach & Commercial expert
- Entrepreneur
- Investor

Coach of the program

Questions about the cooperation of crowdfoods & Pebble Wave?

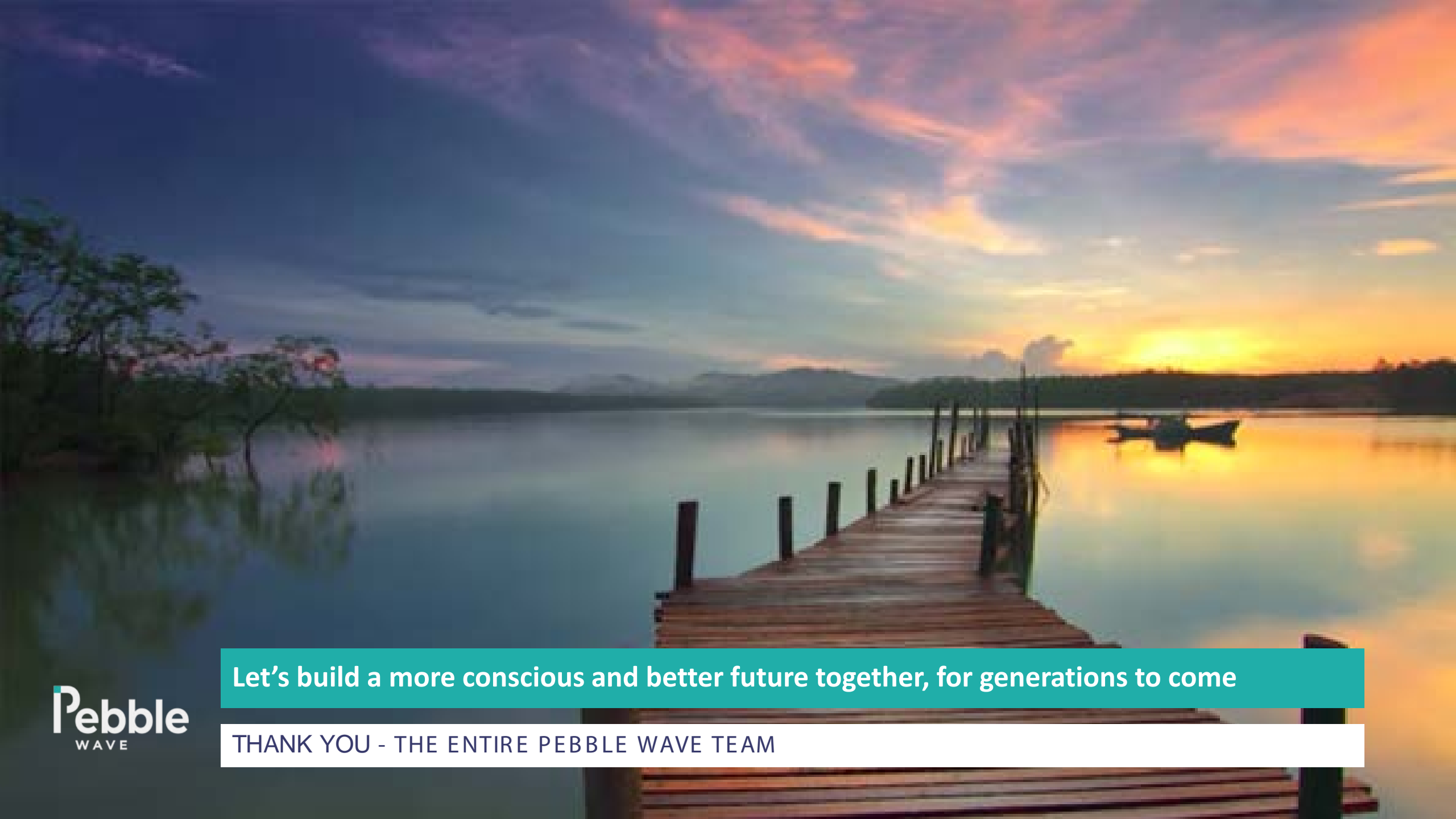


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Let's build a more conscious and better future together, for generations to come

THANK YOU - THE ENTIRE PEBBLE WAVE TEAM