





# Hello!

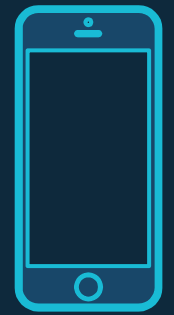
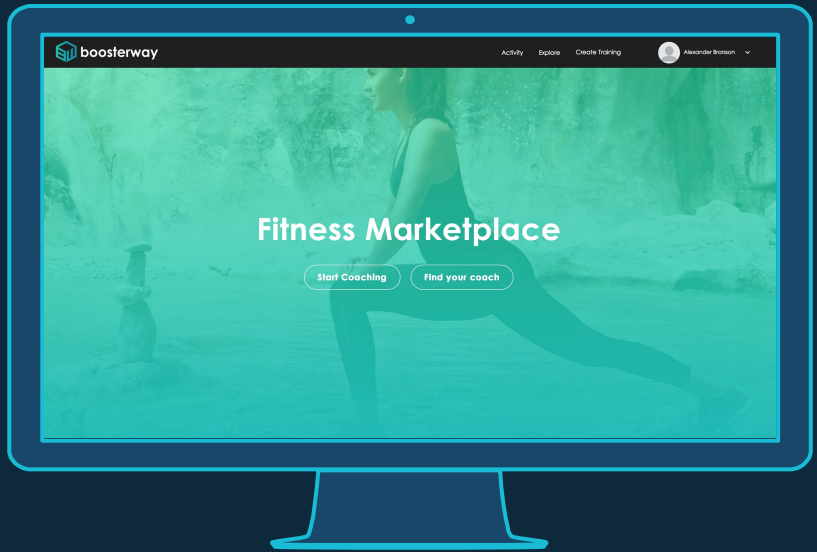
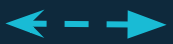
I'm Alexander Brorsson

- ◇ Enterprising & Business Development
- ◇ Marketing - Master Programme





Experience  
from business  
and studies.





# Value

## Coaches

- No corporation
- Website & marketing
- International tax laws
- Payment structure
- Customer support
- iOS & Android

## End-users

- Wide range of coaches
- Following a favourite
- Personal fitness app
- Access in mobile



# Studies and business

This is my experience



Why shall  
I study this?



“

**How you structure a paragraph will not have any impact on revenue.**





“


Learning by doing.



# No Learning

- ◇ Reading articles
- ◇ Argue about a paragraph

# Learning

- ◇ Losing money
  - ◇ Try ideas practically
  - ◇ Meet people
- 



“  
Do I regret my  
studies?”



“

You have the idea



“

# Teamwork

Trust, effort and respect.



“

# Trustworthiness

Colleagues, customers, bankers, law firms, investors, incubators, insurance company, IT-consultants and business developers,



“

# Venture Capital

Start by yourself.

# Advice

- ◇ Stay hungry
- ◇ Be humble
- ◇ Transparency
- ◇ Respect people's time







# Good luck!

Questions, advice,  
internships, job?

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