

# **From start to finish- Marketing and Sales**

WIECONF18

Vitally crucial to **START** right



Do we really need  
***another brand?***



# WHY

do we exist?

# Brand mission / purpose

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**.nukleus®**  
Inner Sense Revealed

**Giving** is the latest fashion

WIECONF18

LEVerne<sup>®</sup>

SOLUTIONS FOR LIFE

– the guardian of the most intimate part of a female's body



WIECONF18



# 淳 Atsushi



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MORE THAN ONE MILLION COPIES SOLD

# BUILT TO LAST

SUCCESSFUL HABITS OF  
VISIONARY COMPANIES

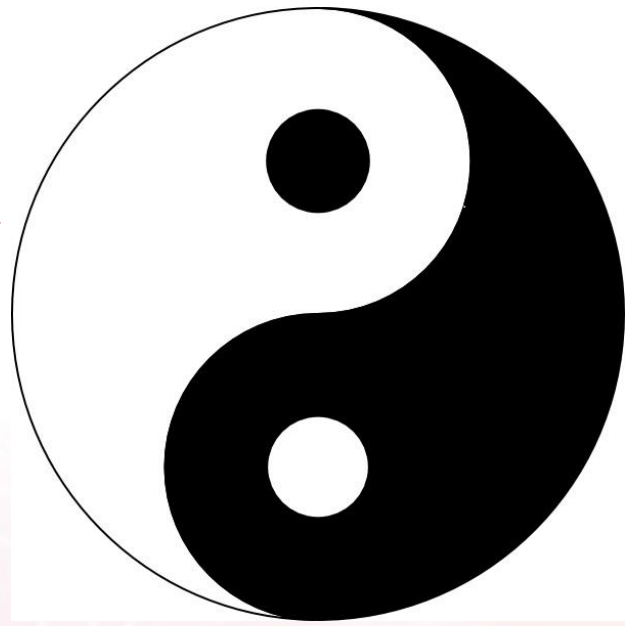
**JIM COLLINS**

(Bestselling author of **GOOD TO GREAT**)

**JERRY I. PORRAS**

WIECONF18

Ideology



Profit



“Tyranny of the **OR**”



“Genius of the **AND**”

# Rethinking Entrepreneurship For Today's Women

$$I = N + N$$

I = Innovation

N = Novelty

N = Nobility