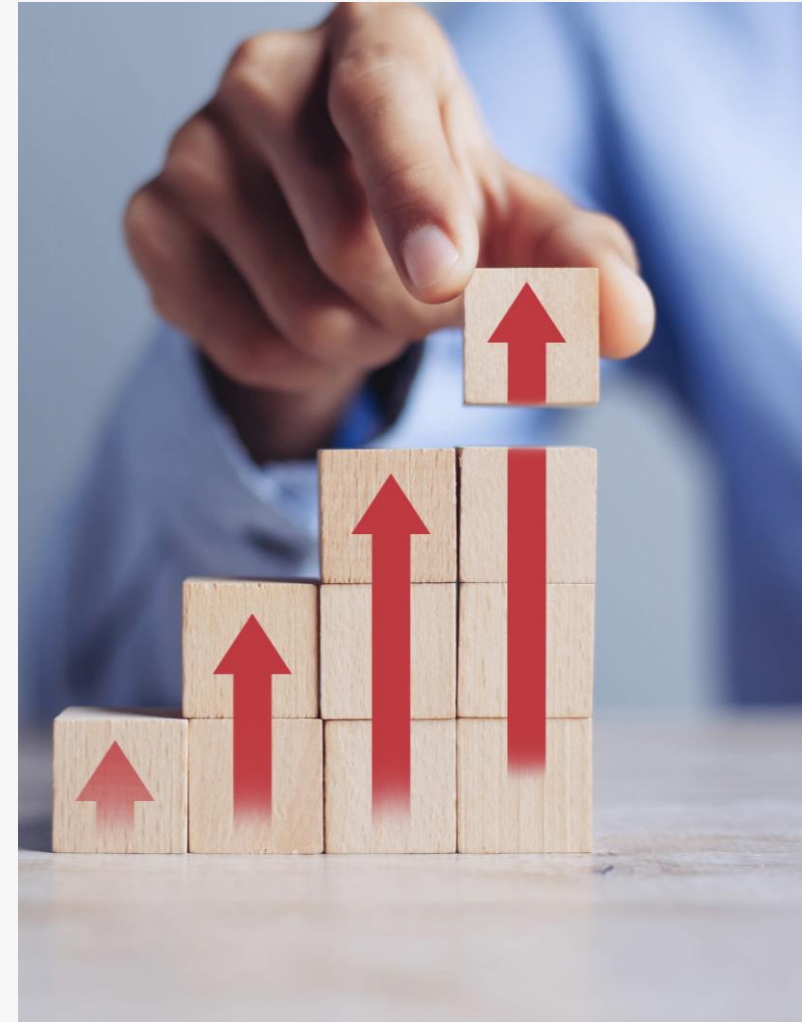
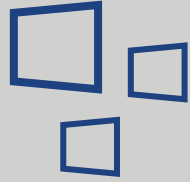




Minds & Makers

These questions have already been asked by young companies and answered by Minds & Makers.





Strategic topics



1. Strategic topics

How can Minds & Makers help us to open up specific markets in the DACH region?

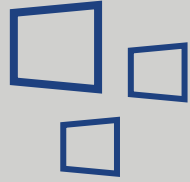
Minds & Makers have in-depth experience in developing customised strategies for opening up new markets in the DACH region. Our approach combines in-depth market analyses, cultural understanding and data-based insights to take targeted action. We support your organisation in identifying industry-specific market needs and implementing locally relevant marketing and sales strategies that take into account country-specific characteristics as well as language preferences in Germany, Austria and Switzerland.

What experience do Minds & Makers have in the DACH region and specifically in our industry?

Minds & Makers have extensive experience in the DACH region and have already worked successfully with companies from various industries. As experts, we know the specifics of these markets, including regulatory frameworks, consumer preferences and competitive environments. We have led projects focussing on industry-specific challenges, developing solutions that are not only locally relevant but also sustainable.

How is the corporate vision integrated into the business strategy?

Our philosophy is based on the close dovetailing of vision and strategy. We work with our clients to translate their corporate vision into concrete strategic measures. This includes defining clear goals, setting measurable KPIs and developing a strategic plan that is aligned with the organisation's long-term mission. By using your vision as the North Star, we ensure that every strategic decision - whether product development, market development or innovation management - reflects the values and goals of your organisation.



Strategic topics



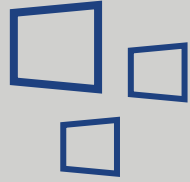
1. Strategic topics

Which growth targets are realistic and how do you measure success?

Minds & Makers attach great importance to realistic, data-based targets. After a thorough market analysis, we work with you to define growth targets that are both ambitious and achievable. To measure success, we develop specific KPIs tailored to your industry and the DACH market, such as market share, sales growth, customer satisfaction and market penetration. Regular performance reviews and adjustments ensure that we can react flexibly to market changes and continuously optimise your growth strategy.

What adjustments to products or services are necessary in order to be successful in the DACH region?

Success in the DACH region may require adjustments to your product or service portfolio. This includes linguistic adjustments to take cultural sensitivities into account, as well as functional changes to meet the preferences and requirements of local customers. Minds & Makers will support you in adapting your offering to the expectations of DACH customers, be it through product localisation, adaptation of the pricing strategy or targeted marketing campaigns that reflect regional tastes and buying habits.



Market access and competition topics



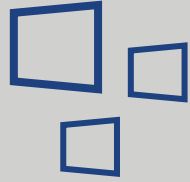
2. market access and competition topics

Which competitors are there in the DACH region and how can we differentiate ourselves?

In the DACH region, there are a large number of established and emerging competitors that differ greatly depending on the industry, product segment and target market. Minds & Makers carry out a detailed competitive analysis to identify the key players and their strengths and weaknesses. Based on this analysis, we develop a differentiating strategy that emphasises your unique selling proposition (USP) - be it through innovative product features, superior customer services or a clearly focused brand identity. Our aim is to ensure that you not only remain competitive, but also clearly stand out from the competition and build a sustainable market position.

How can we take cultural and regional differences within the DACH region into account?

Although the DACH region is closely connected culturally and linguistically, it has regional differences that need to be taken into account in market development. Minds & Makers will help you understand the nuances of the local markets in Germany, Austria and Switzerland. This includes differences in consumer habits, legal frameworks and cultural preferences. We support you in developing customised marketing and communication strategies for each region so that you can effectively address both national and regional characteristics, e.g. through targeted adaptations in the approach, tone of voice or product presentation.



Market access and competition topics



2. market access and competition topics

Which trends or market segments are particularly promising in the DACH region?

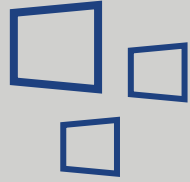
The DACH region offers numerous growth opportunities in various market segments. Current trends include, for example, the increased focus on sustainability, digitalisation and the growing interest in premium and niche products. Minds & Makers analyses the most promising trends and segments in your industry for you and identifies growth opportunities, e.g. in emerging sectors such as e-commerce, green technology or health & wellness. Through targeted trend analyses, we can support you in recognising future developments at an early stage and taking appropriate strategic measures.

How can we position our brand in the region?

Positioning your brand in the DACH region requires a deep understanding of the regional market and your target group. Minds & Makers will develop a customised brand strategy that is aligned with your corporate values and the needs of regional customers. This includes defining a clear brand message and utilising appropriate communication channels to present your brand credibly and consistently. We help you establish your brand as a trusted and relevant player in the region, be it through local testimonials, an authentic brand story or targeted marketing campaigns.

Which sales channels are most effective in the region (online, stationary, partnerships)?

Choosing the right sales channels in the DACH region depends heavily on your industry and target group. Minds & Makers analyse the most suitable channels, be it online sales, brick-and-mortar shops or partnerships with local distributors. E-commerce has grown strongly in the DACH region, especially in Germany and Switzerland, while in certain sectors, such as luxury goods or niche products, brick-and-mortar retail shops are still relevant. We also support you in identifying and developing strategic partnerships with regional players to maximise your market coverage. In addition, we develop omnichannel strategies to ensure a seamless customer journey across all touchpoints.



Operational and organisational topics



3. operational and organisational topics

How does the collaboration between our company and Minds & Makers work?

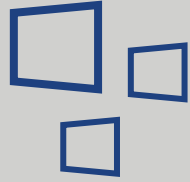
Minds & Makers attach great importance to close, collaborative cooperation. At the beginning, we define clear goals and expectations together with your team. Our collaboration takes place in regular consultations in which we discuss progress, obtain feedback and make adjustments. Through workshops, consultation sessions and project meetings, we ensure that all stakeholders are on the same page. Minds & Makers acts as a strategic partner, supporting your internal team and providing impetus for innovation.

How are business processes (e.g. sales, marketing, customer service) adapted to the DACH region?

Minds & Makers analyse existing business processes and identify which adjustments are necessary in order to be successful in the DACH region. In sales, this may mean setting up local sales teams or entering into partnerships with regional distributors. In marketing, we adapt your communication to cultural peculiarities, e.g. by localising campaigns and using regional platforms. We also help you to take local preferences into account in customer support, be it through support in German or specific service level requirements. Our aim is to design your processes in such a way that they are both scalable and flexible enough to cater for local specialities.

What human resources are needed to manage the transition?

Minds & Makers will work closely with you to assess your human resource needs. For the transition, you will need a core team of internal staff to work with us. We offer support in training your team. The exact number and type of resources will depend on your go-to-market requirements, e.g. in areas such as marketing, sales and operations.



Operational and organisational topics



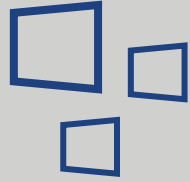
3. operational and organisational topics

How quickly can the first results or market entries be expected?

The speed of results depends on various factors, such as the complexity of your market entry, the necessary adjustments and the market analysis. As a rule, the first visible results, such as the adaptation of marketing strategies or the acquisition of initial regional customers, can be expected within the first three to six months. A full market entry with established sales channels and ongoing campaigns can take between six and twelve months, depending on the industry and region. Minds & Makers pursue an agile approach in which initial successes are visible at an early stage while long-term goals are worked on in parallel.

What tools or technologies does Minds & Makers use to support business development?

Minds & Makers use a variety of modern tools and technologies to effectively support business development. These include market research and analysis tools to make data-based decisions, as well as CRM systems to optimise sales and customer relationships. For digital transformation and marketing, we use common platforms such as Google Analytics, HubSpot or local SEO and social media tools that are specifically geared towards the DACH region. We also rely on project management tools such as Asana or Trello to structure collaboration and track progress transparently.



Financial and budgetary topics



4. financial and budgetary topics

What are the costs of hiring Minds & Makers for business development?

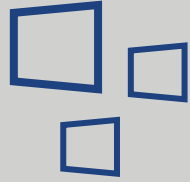
The cost of working with Minds & Makers depends heavily on the specific requirements of your project. Factors such as the complexity of the market entry, the scope of services required and the duration of the collaboration influence the pricing. We offer customised packages based on a monthly flat rate and a project-based fee. Before we start working together, we will prepare a detailed offer that is tailored to your individual needs and objectives.

Are there contingency fees or flexible pricing structures?

Yes, Minds & Makers offer an attractive mix of a monthly flat fee, remuneration for man-days and a performance-based fee. The remuneration of man-days is linked to the achievement of certain milestones or targets. This performance-based model offers you additional security and enables a closer link between the services provided and the results achieved.

How can it be ensured that the outsourcing of business development is cost-efficient in the long term?

Minds & Makers pursue an approach that is geared towards efficiency and sustainability. By optimising processes and developing tailor-made strategies, we ensure that investments in business development bring long-term benefits. We also help you to avoid unnecessary costs by optimising the use of your internal resources and existing processes. Regular performance reviews and transparent reporting ensure that we work together to make course corrections where necessary to maximise return on investment (ROI).



Financial and budgetary topics



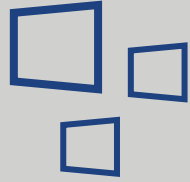
4. financial and budgetary topics

What are the financial risks when we work with Minds & Makers?

Financial risk is minimised by our transparent approach and our guarantee of success in terms of achieving milestones. We set clear expectations, targets and budgets before the project begins to ensure that there are no unexpected costs. The biggest potential challenge could be delays or unforeseen market changes. To minimise these risks, we rely on an agile way of working that allows us to react to market changes and adapt the strategy if necessary.

How is the ROI (return on investment) of the business development strategy measured?

Minds & Makers measure ROI using clearly defined KPIs that are determined together with you at the start of the project. These KPIs can include sales growth, market penetration, customer acquisition or other strategically relevant goals. We use advanced analytical tools to continuously monitor the performance of the measures. Regular reports and meetings ensure that you have an overview of the results achieved and progress at all times. This allows us to objectively measure the success of the business development strategy and make adjustments to further optimise ROI.



Legal and compliance topics



5 Legal and compliance topics

Which legal requirements (e.g. data protection, commercial law, labour law) are relevant in the DACH region?

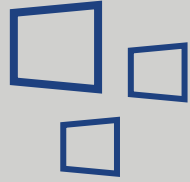
Strict legal requirements apply in the DACH region, particularly in the areas of data protection (GDPR), commercial law and labour law. Data protection plays a central role, particularly in the processing of customer data in accordance with the General Data Protection Regulation (GDPR). In addition, specific regulations in commercial law, e.g. on contract design and competition regulation, as well as in labour law, for example when hiring employees or working with local service providers, must be observed. Minds & Makers ensure that all relevant legal requirements are complied with in the areas that are important for your business.

How does Minds & Makers ensure compliance with local laws and regulations?

Minds & Makers works closely with local legal experts and compliance specialists to ensure that all processes and strategies comply with the applicable laws and regulations in the DACH region. As early as the planning phase, we review all legal requirements and implement them in the realisation phase, be it in the drafting of contracts, data protection or other legal aspects. Regular audits and compliance checks are part of our standard process to ensure continuous compliance with all regulations.

Who is liable for any legal problems or compliance violations?

As part of our services, Minds & Makers assumes responsibility for compliance with the measures and strategies we recommend. However, legal liability for operational implementation and business decisions ultimately lies with the client. We provide you with comprehensive advice to minimise risks and ensure that all necessary precautions are taken to avoid legal problems. Should unforeseen legal issues nevertheless arise, we will support you in resolving them quickly and efficiently in co-operation with legal experts.



Legal and compliance topics



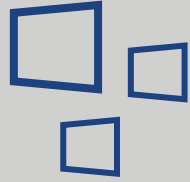
5 Legal and compliance topics

What regulations are there regarding intellectual property and trademark protection?

The protection of intellectual property, including trade marks, patents and copyrights, is governed by national and EU-wide regulations in the DACH region. Minds & Makers can assist you in securing and protecting your intellectual property, be it through trade mark registration or the development of IP strategies. We work with specialised law firms to ensure that all your products, brands and innovations are legally protected. We also advise you on the enforcement of trade mark rights and the prevention of trade mark or patent infringements by third parties.

How are data protection requirements (GDPR) complied with when processing customer data in the region?

Minds & Makers ensure that all processes and systems are GDPR-compliant when it comes to handling customer data in the DACH region. This includes measures such as obtaining consent for data processing, storing data securely and implementing mechanisms for data security and integrity. We conduct regular data protection audits to ensure that all requirements are met and support you in the creation of data protection policies and contracts. If necessary, we work with data protection officers to ensure your full compliance.



Network and partnership topics



6. networking and partnership topics

Do Minds & Makers already have existing networks or partnerships in the DACH region that could benefit us?

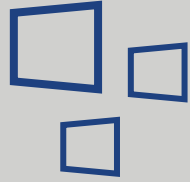
Yes, Minds & Makers has a strong network of partners, experts and companies in the DACH region, which we actively utilise for our customers. This network includes industry experts, suppliers, distribution partners and specialised service providers who help us to provide you with fast and efficient access to the market. Through our existing relationships, we can create valuable synergies and help you to establish contacts that accelerate and facilitate your market strategy.

How do Minds & Makers help to build relationships with local suppliers, sales partners or customers?

Minds & Makers actively supports you in establishing and maintaining business relationships in the DACH region. We identify potential local partners, suppliers and customers who fit your business model and establish contact. We work closely with you to negotiate contracts, set conditions and establish long-term partnerships. We also manage the entire relationship-building process and ensure that the cultural and business characteristics of the region are taken into account.

Can Minds & Makers provide access to funding, investors or sources of finance in the region?

Minds & Makers are very familiar with the regional funding opportunities and sources of financing in the DACH region. We support you in identifying government funding programmes, innovation grants or other financing opportunities that could be relevant for your company. We also have contacts with investors and financial institutions that are active in your industry. We can help you gain access to these sources, whether by preparing presentations, arranging meetings or assisting with funding applications.



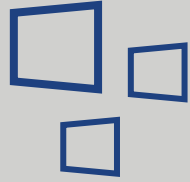
Network and partnership topics



6. networking and partnership topics

What links are there with local industry associations or business organisations?

Minds & Makers are networked with various industry associations and business organisations in the DACH region. These connections not only give us access to valuable industry information and trends, but also the opportunity to introduce our clients and partners to relevant networks. We can help you gain membership of these organisations so that you can benefit from the advantages of such networks, including industry events, training and exclusive market insights. Our proximity to these organisations also supports your market positioning and credibility in the region.



Risk and crisis management



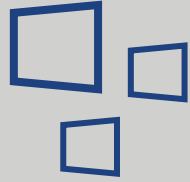
7. risk and crisis management

What risks are there when entering the DACH region and how does Minds & Makers help to minimise these?

Market entry into the DACH region harbours various risks, including cultural differences, regulatory challenges, strong competition and economic fluctuations. Minds & Makers help you to minimise these risks by conducting a thorough market analysis, identifying the legal and cultural requirements and tailoring the joint market entry strategy accordingly. Our data-driven approach and deep understanding of the local market allows us to recognise potential obstacles early and take action to overcome them. By continuously monitoring the market and flexibly adapting our strategy, we can react quickly to unforeseen developments.

How will Minds & Makers react in the event of market changes or economic crises?

Minds & Makers rely on an agile and adaptable working approach. In the event of market changes or economic crises, we react quickly and flexibly by adapting your business strategy to the new conditions. This could involve, for example, realigning your target groups, adapting distribution channels or introducing innovative products or services that meet the changing needs of the market. Through regular market analyses and risk assessments, we are able to recognise early signals of change and proactively develop strategies to minimise any negative impact on your business.



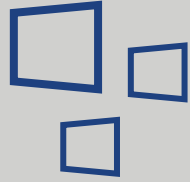
Risk and crisis management



7. risk and crisis management

What mechanisms are there for crisis management or damage limitation?

Minds & Makers work with a forward-looking crisis management approach that includes preventive measures and rapid response mechanisms. Firstly, we work with you to draw up a crisis plan containing scenarios for potential market risks or economic crises. In the event of an emergency, these plans, which include clear steps to limit the damage, such as reallocating resources, revising budgets or adapting supply chain strategies, take effect. We also rely on regular performance monitoring systems that enable us to identify potential problems at an early stage and initiate targeted crisis management measures before they lead to major damage.



Communication and cultural topics



8. communication and cultural topics

How do Minds & Makers ensure that communication with our team and stakeholders in the DACH region runs smoothly?

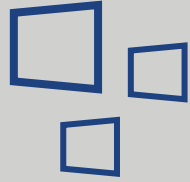
Minds & Makers attach great importance to clear, transparent and continuous communication. To ensure this, we organise regular meetings with your team and stakeholders in the DACH region, which can take place both virtually and on site. We use modern communication tools such as Microsoft Teams or Zoom to organise the exchange efficiently. In addition, we are experienced enough to understand the regional language and business culture, which minimises misunderstandings and ensures effective collaboration. We customise the communication frequency and methods to your needs and the specific requirements of the project.

How are cultural differences dealt with in communication or business behaviour?

Minds & Makers are aware of the cultural differences in the DACH region and ensure that these differences are taken into account in communication and business practices. Our team is familiar not only with the linguistic but also the cultural characteristics of the region. Our experience in the region enables us to optimise communication and business strategies to suit the cultural characteristics.

How often and how is progress reported?

Minds & Makers offer flexible and transparent reporting on project progress. Depending on the project phase and complexity, weekly or monthly updates are provided in the form of reports containing detailed information on milestones achieved, challenges and next steps. These reports are shared via email or in a common project management tool so that everyone involved is always up to date. In addition, we organise regular meetings or video conferences to discuss progress directly and obtain feedback. In this way, we ensure that communication remains open and focussed and that you retain control over the course of the project at all times.



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