

Fearlessly Frank

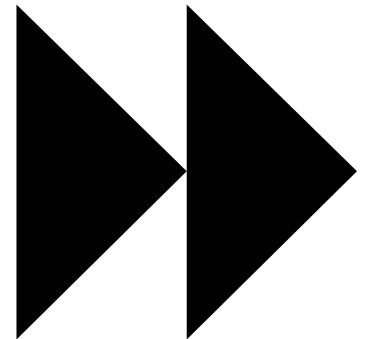
# Ultimate Nemesis





Imagine a company that launches today  
and in five years' time has overtaken you.

What would you do?





# Disruption is real. Enjoy it.

Disruption is happening quicker than ever.  
And it's affecting everyone.  
It creates an opportunity for transformation.

What does this mean for you?  
Be the disruptor, not the disrupted.

“Today, business leaders must figure out how to disrupt themselves more quickly than ever before in order to survive.”

Entrepreneur Magazine



# Every business has an enemy...

Your enemy is the disruptor.  
It's the business that does what you do – better.

A company that you haven't heard of yet.  
That might not even exist today.

And the only way to survive is to stay ahead at all times.

To do this, you must transform yourself.

And we can help you do that.



“The only way to avoid disruption is to constantly do what you would if you were just starting out.”

Aaron Levie – CEO of Box Inc.





# Welcome to the Ultimate Nemesis by Fearlessly Frank

Instead of reacting to and competing against them,  
or acquiring them, why not create them?

Together, we will concept and invent the start-up of  
the future that completely disrupts your industry.



“To know your enemy, you must become  
your enemy.”

The Art of War – Sun Tzu



# The Ultimate Nemesis will take you on a journey to imagine the future.

You will design a start-up, including how it works, its product and services, its revenue model, its brand, and how it engages with customers.

A start-up that exceeds your future customer's needs.

## If only...

Kodak had known that Apple would take over the personal photography space.

High street retail businesses had predicted the growth of Amazon.

And if only you had known...

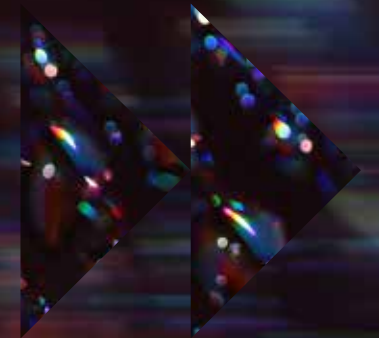


# The Ultimate Nemesis is the secret weapon for any company that:

- Wants to continue succeeding in 10 + years time
- Is looking for new growth avenues
- Has identified disruption and wants to get ahead
- Is craving inspiration and innovation stimulus



We have two options for you...

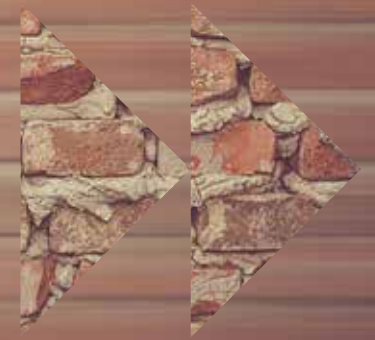




# Envision your nemesis



# Build your nemesis



A 2 day intensive bootcamp to concept the start-up and the business model. This will arm you with the tools needed to unlock potential, gather momentum and get your innovation efforts going.

A 6 week operation, including a 5 day offsite, to create and build the start-up. This will provide you with a full business case for your short and long-term innovation roadmap.





## 2 day bootcamp

To empower your innovation efforts.

# £35K

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You'll envision a new start-up and this will include:

- A clear articulation of a gap in the market
- A new customer that you're currently not reaching
- A range products and services to serve them
- Their value proposition
- The channels to market
- The revenue model
- The potential value of the start-up

Ultimately, leaving you with your Ultimate Nemesis plan (an actionable Business Model Canvas) that you can present back to your business.

What we will need from you:

- 4 to 8 people from a range of business units
- 2 full days offsite
- And an open mind

## 6 week operation

To develop your future innovation plan.

# £200K

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You'll build a new start-up, completing the same activities as the 2 day bootcamp, but we'll also engage in:

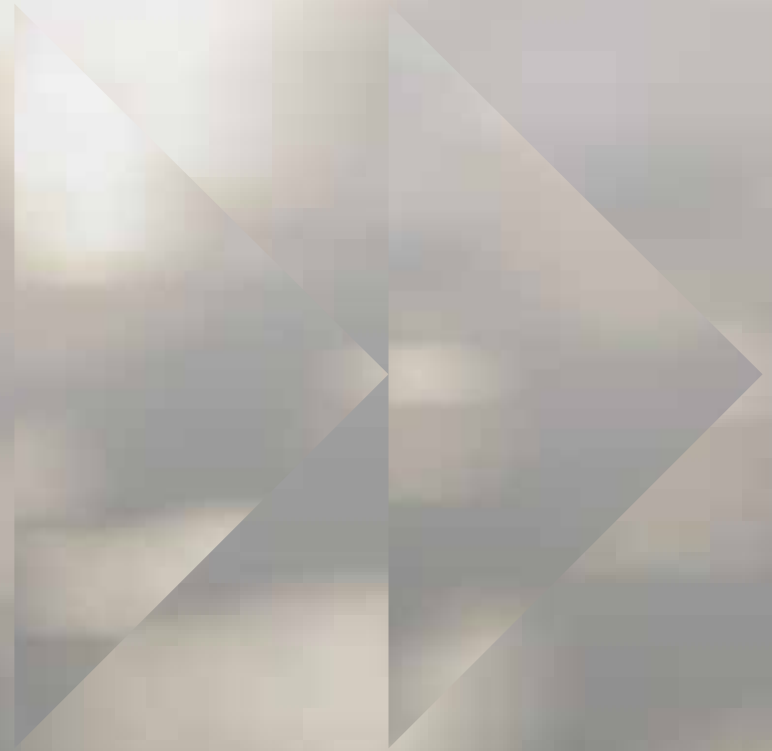
- Proposition development & user journey mapping
- Rapid prototyping and live customer testing
- Creation of a viable business case for a new business
- Prioritisation of a product delivery roadmap

Ultimately, leaving you with a prospectus to guide your 5-10 year innovation strategy and be used to gain buy-in from your board on your business' next steps.

What we will need from you:

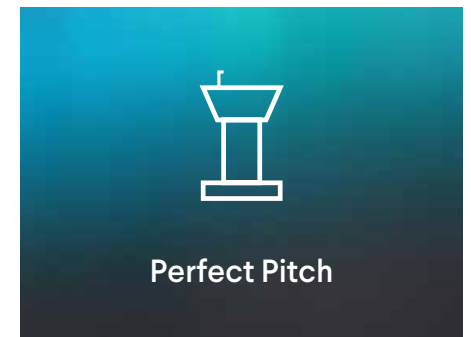
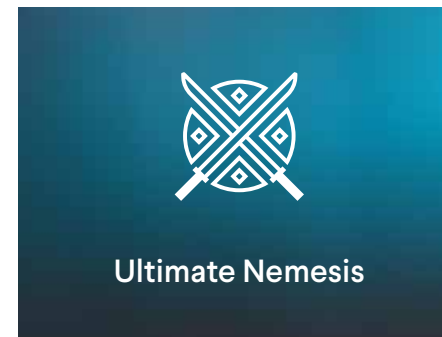
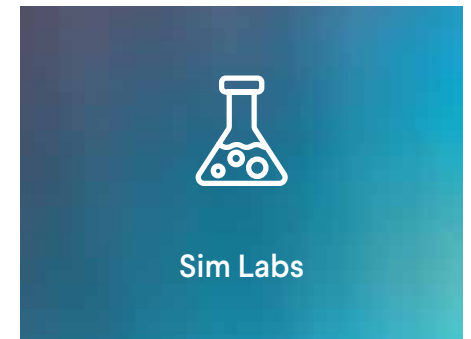
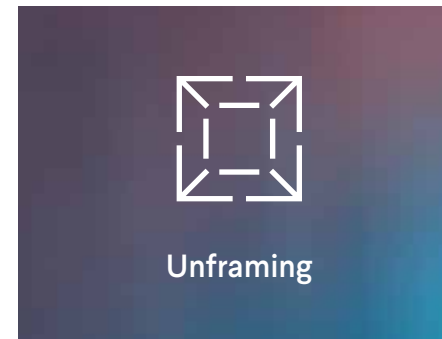
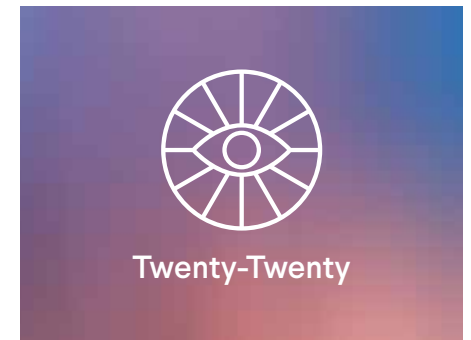
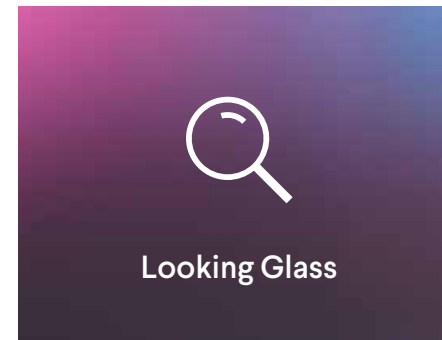
- 6 to 12 people from a range of business units
- Week 1: 3 hours for a face-to-face meeting
- Week 2: 5 full days offsite
- Week 3-6: 3 hours per week for calls
- And an open mind with a readiness to disrupt

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Fearlessly Frank  
has a range of  
additional  
products to bring  
entrepreneurial  
thinking into your  
organisation



Ultimate Nemesis



Interested?

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