

WE ACCELERATE YOUR PRODUCTS DEVELOPMENT

MIKAMAI

STARTUPS PROGRAM

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Mikamai e LinkMe in collaborazione con Viveat, L-Move e Studio Legale Amoroso



STARTUP

COME EVITARE DI AGIRE CON "LEGGEREZZA"

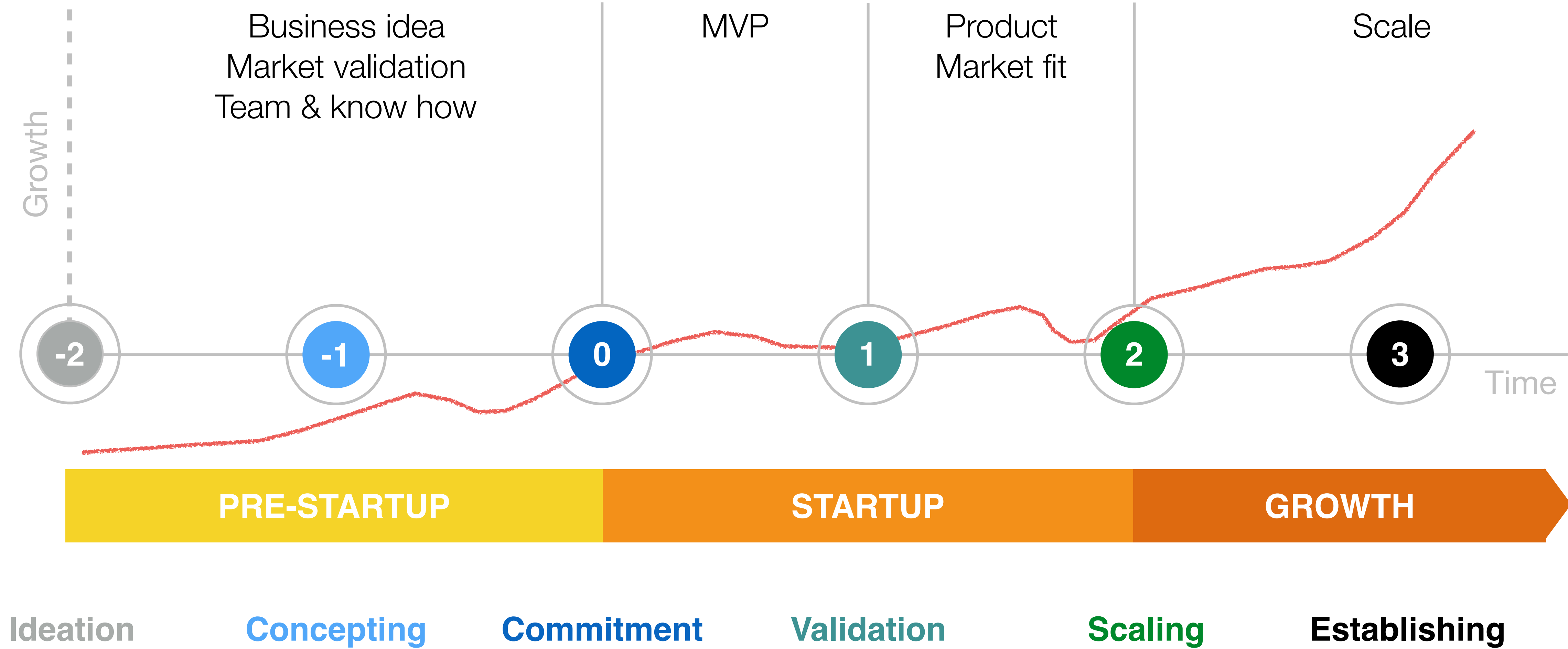
*A startup is a temporary organisation used to **search**
for a repeatable and **scalable** business model.*

Steve Blank

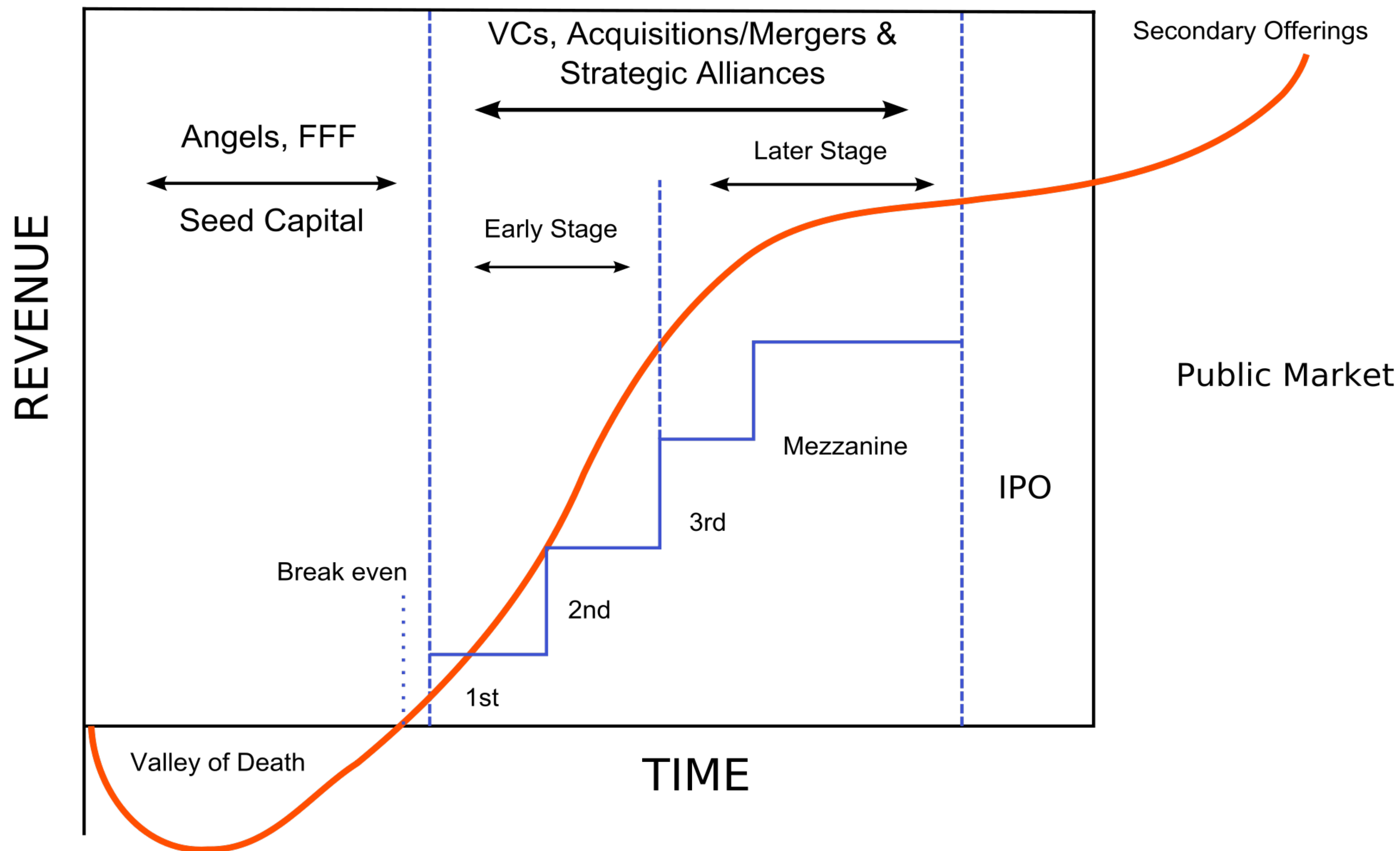
Search
vs.
Execute

Scalability
vs.
Linear growth

STARTUP DEVELOPMENT PHASES



STARTUP FINANCING CYCLE





VIVEAT™

**CONNECTING
PACKAGING TO THE WEB**
to make products smarter, more
trackable and interactive