



WELCOME TO

**GEAR UP
BRING BUSINESS
OPPORTUNITIES TO LIFE**

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GEAR UP 

WHAT YOU WILL LEARN...

- ❑ A framework for understanding how to create business opportunity
- ❑ A toolbox for creating and assessing business opportunity
- ❑ Test the framework and the tools on well-known companies
- ❑ Test the concepts on an idea of your choice
- ❑ Present your idea to an audience