

12 weeks program to
**BUILD YOUR OWN
BUSINESS**

full of hands-on knowledge,
mentoring
and networking



12BRAVE

50%

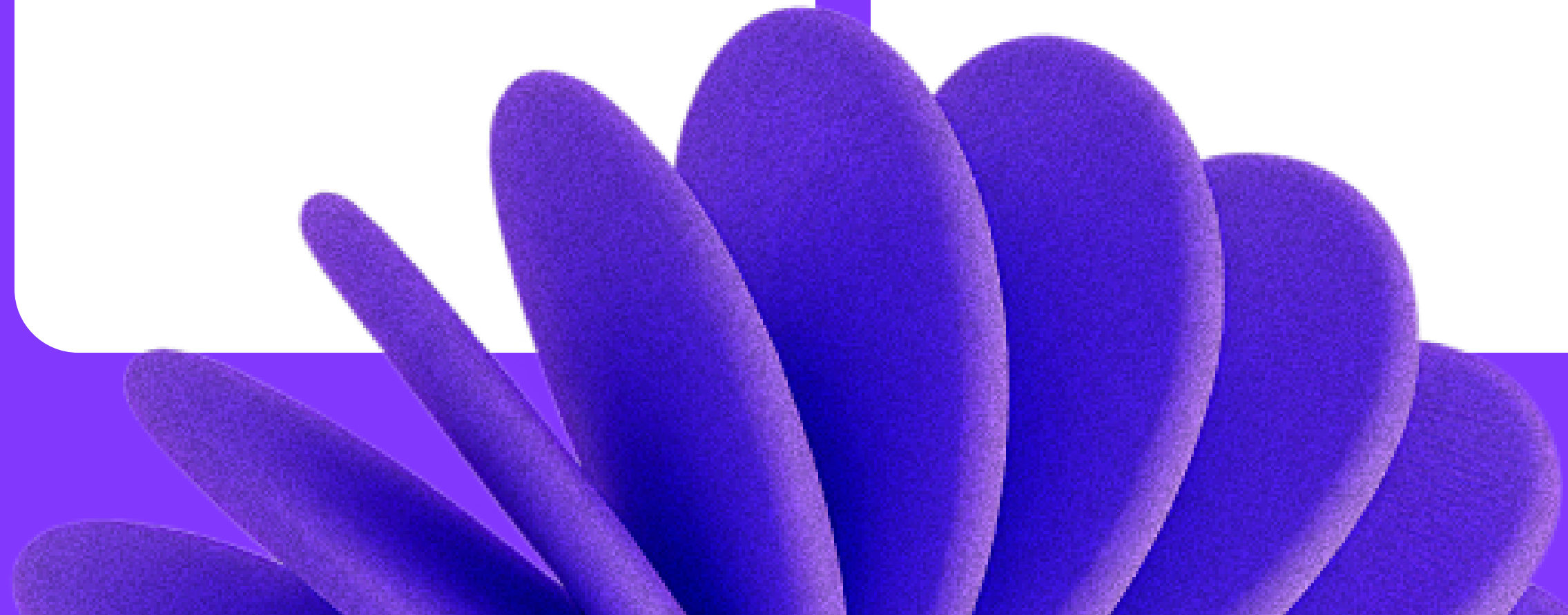
Of all professionals will have a portfolio career by 2030, according to an OECD forecast.

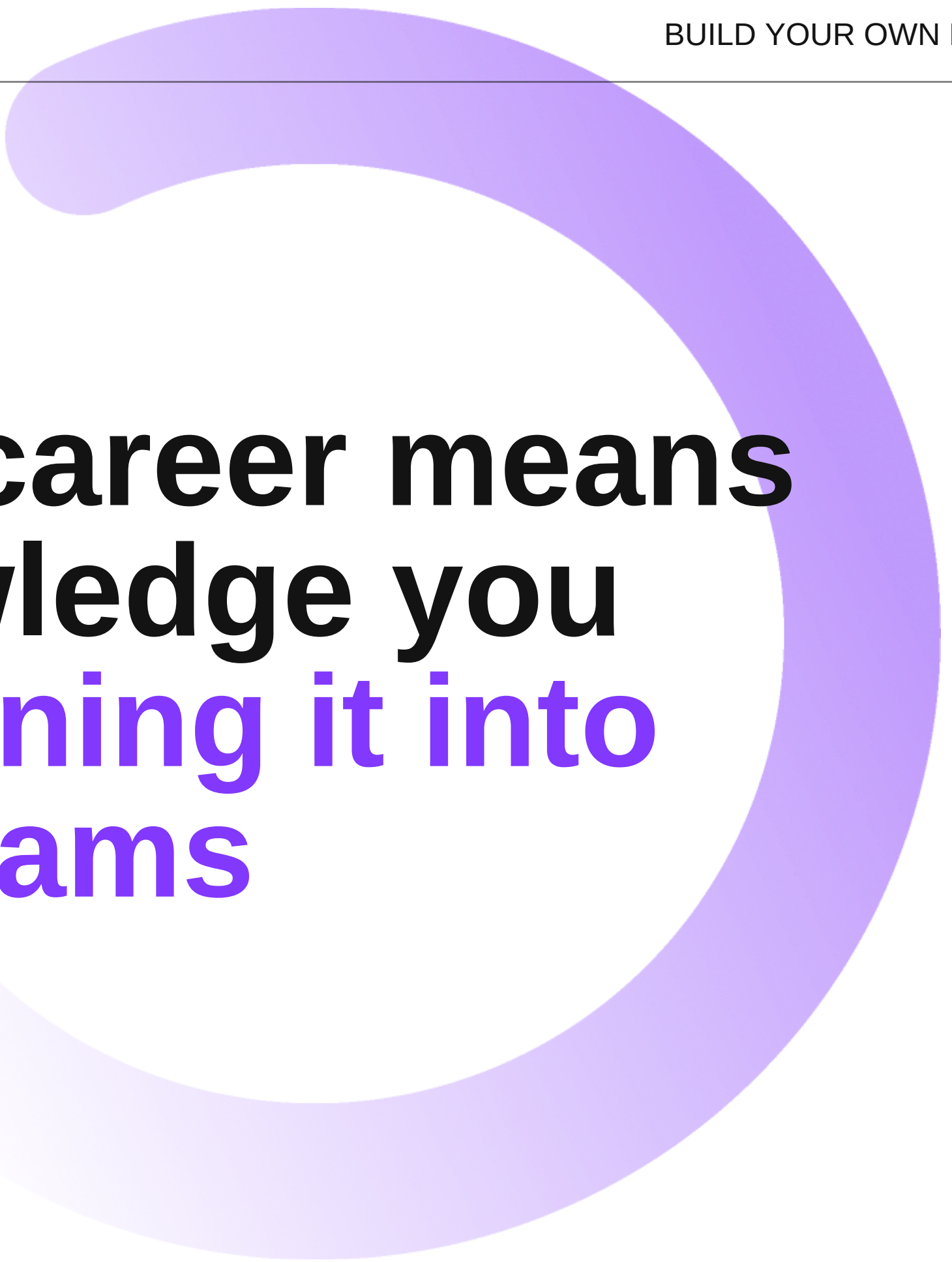
760K

Jobs companies cut in 2024 in US. The most in 15 years

3X

Strong Freelance Growth in Germany 1.5 million workers are registered as freelancers in Germany as of 2024, 3x more than 15 years ago. 2.8 million gain income comes from side projects





**Building a portfolio career means
monetizing the knowledge you
already have and turning it into
multiple income streams**

12BRAVE FOUNDERS: We organized this program for ourselves and people like us, to turn ideas into actions.



Victoria Sheer

📍 Düsseldorf, Amsterdam

Founders

Consulting

IT

Product

Keynote Speaker

IT-STRATEGY AND PRODUCT EXPERT

- 11+ years in German corporates (SAP, Henkel, ALDI Süd)
- Head of IT Strategy Ops at ALDI Süd
- 100+ paid mentoring sessions
- 30+ certified group trainings
- Founder of OKR consulting firm
- Built a monetized 1,000+ person community

 [Connect on LinkedIn](#)



Ekaterina Servetnik

📍 Düsseldorf, Amsterdam

Founders

Consulting

Marketing

Strategy

Customer Research

IT

BUSINESS STRATEGY AND ANALYTICS EXPERT

- Business strategist with 20+ years in analytics, marketing, consulting
- Ex-Big4 (Deloitte Monitor, Capgemini Invent in Germany), innovations, AI initiatives in partnership with Google for FS
- Leadership roles: Head of Product and CX at Banks, BBDO,
- Senior manager in consulting, Program manager with 75+ team members
- Service Design Coach

 [Connect on LinkedIn](#)

Our Mentors: Leaders from Zalando, Deloitte, Henkel and more, who built consulting firms, SaaS, digital products alongside day job



Florian Klein

Former global head of Strategic Foresight of a Big4 firm. Co-Founder of ananki.ai, world's first automated neural-AI foresight engine.



Nils Stotz

Head of Product - Experimentation at Zalando.
Published 3 Books.
Created 3 Online-Courses with 1.500+ Students



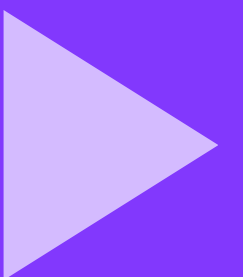
Maria Ledentsova

Founding marketer at a design agency – drove 2x + revenue growth.
Grew LinkedIn personal brand to 20k+ followers.



Maria Lukianova

Venture Builder From 0 to 100+ customers & €650k raised in 2024



Our Mentors: Leaders from Zalando, Deloitte, Henkel and more, who built consulting firms, SaaS, digital products alongside day job



Joao Moita

Community Builder and Entrepreneur. Founder of Product Weekend community live in 10+ countries. Conference curator, product mentor and educator.



Yulia Dijkstra

10 years in marketing and growth at tech companies (travel, sports, beauty, SaaS).
Founded Bread Bureau in 2023 – a boutique consultancy for small brands.



Paola W. Marinasaldi

Consultant and Brazilian Lawyer.
Partner at Weingarter Consulting legal firm.
Expert in European legal basics



Giorgio Siniaris

10+ years of experience in business development
Founder of art community Re:act
Podcaster at StreamD.de

12BRAVE: Build your own side business in 12 weeks



12 weeks, weekly 2-hour live online sessions



Hands-on workshops with mentors and guest experts



Practical homework with templates and tools



Personal feedback and group support



Your results: business and first paying clients

Who it's for:

- **Mid- and senior-level professionals** who feel stuck in corporate roles
- **Experienced specialists** (marketing, IT, consulting, finance, etc.) looking for an **extra income stream**
- **Expats** in Germany and Europe who want a safe way to start their own venture

Mentors & Experts:

- **Our Mentors:** leaders from Zalando, Deloitte, Henkel and more, who built consulting firms, SaaS, digital products alongside day job
- **Core Team:** Ekaterina Servetnik — 17+ years in consulting and go-to-market, ex-Capgemini & Deloitte, INSEAD EMBA
- **Core Team:** Victoria Sheer — 11+ years in SAP, Henkel, ALDI Süd, experienced mentor & community builder

What you'll achieve:

- A **clear business idea**, validated with real customers
- Your **first landing page**, prototype, or freebie to test demand
- **Clarity** on ICP, sales channel, and go-to-market approach
- **First paying clients** or sign-ups
- A **3-month roadmap to continue** after the program

100% remote

Weekly Curriculum in Details

Through a combination of live expert sessions, group and 1-1 mentoring and real-world case studies from the people who successfully launched their side businesses we offer a unique learning experience that sets our programme apart from others.
12 weeks, 24 hours of live sessions

IDEA

Find your first business idea to test

MVP

Built first version and launch

BRAND

Start building your personal brand

Talk to your customers & shape the concept

CUSTOMER

Find your first users

G2M

Legal basics to open the business from the legal consultant

LEGAL

Week 1. Find Your First Idea to Test

Together with mentors you will define which idea fits best your personality:

- Select ideas based on your talents & market needs
- Reflect on yourself to choose an idea you will love
- Spot market trends & opportunities you can use
- Evaluate ideas with the Desirability–Feasibility–Viability framework
- Create your personal strategy foundation

Practical output:

1-3 Ideas that you can explore

Live session with mentors



Wednesday,
October 1,
17:00 – 19:00 CET

Homework



Your personality
analysis and first
ideas

Bonus



Self-reflection
framework

Week 2. Define your Ideal Customer Profile (ICP)

Your first customer group and how to reach them

- Get group mentoring on your idea to shape it for the first test
- Explore tools to analyze profiles and pick the best one to start with
- Learn techniques to reach and secure your first customer interviews

Practical output:

ICP hypothesis ready to test

Live session with mentors



Wednesday,
October 8,
17:00 - 19:00 CET

Homework



- ICP draft
- Shortlist of 5 people to interview

Bonus



ICP and customer
research template

Week 3. Market & Customer Research

Discover real customer needs through research and first interviews.

- How to understand the market trends find customer pain points and analyze competitors.
- The best interview techniques that help to pick up right people, uncover true customer motivations
- A mock interview.

Practical output:

First validation whether demand exists and people are willing to pay

Live session with mentors



Wednesday,
October 15,
17:00 - 19:00 CET

Homework



- Interviews with customers

Bonus



Interview facilitating
tool

Week 4. Define your idea using the right words

Turn research into a clear value proposition and buyer profile

- Quickly analyze interview results (AI-assisted) and extract usable insights
- Build a JTBD map (pains → desired outcomes → context)
- Shape a sharp value proposition and one-sentence USP

Practical output:

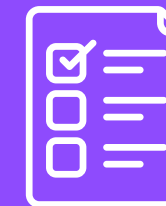
USP and persona draft

Live session with mentors



Wednesday,
October 22,
17:00 – 19:00 CET

Homework



- Write your USP statement

Bonus



AI-based insight
analyzer tool

Week 5. Personal Brand and new opportunities

Create a personal brand that drives clients, jobs, and opportunities

- How to grow your LinkedIn profile fast. Tactics from Marketing expert with 20+ K followers.
- Position yourself as an expert, gain strong voice and reputation: from Head of Product at Zalando

Practical output:

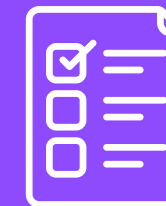
Your personal brand formula

Live session with mentors



Wednesday,
October 29,
17:00 - 19:00 CET

Homework



Publish your first
LinkedIn post

Bonus



Personal brand
content plan

Week 6. Pitch & Landing Page

Build your first pitch and landing page to test your idea online

- Craft your one-sentence pitch
- Structure a simple landing page
- Write copy that connects with your audience
- Add a clear CTA to capture interest

Practical output:

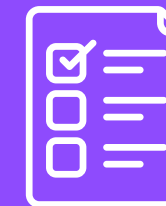
First landing page draft

Live session with mentors



Wednesday,
November 5,
17:00 – 19:00 CET

Homework



Sketch first LP draft

Bonus



LP Framework that
helps to convert

Week 7. Landing Page Review & Start Storytelling

How to align your presence across all the channels

- Review and improve your landing page with mentors
- Learn storytelling techniques that attract clients
- Create a 4-post content plan for the first weeks

Practical output:

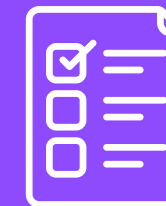
First set of published posts

Live session with mentors



Wednesday,
November 12,
17:00 – 19:00 CET

Homework



Go social media with the
first post

Bonus



4:1 Content
framework

Week 8. Fast Prototyping & First Leads

Build something tangible and offer value to attract your first leads.

- Prototype your idea with no-code tools
- Design a freebie solving one ICP pain
- Use freebies as lead magnets
- Collect first sign-ups or emails

Practical output:

Prototype and freebie live

Live session with mentors



Wednesday,
November 19,
17:00 - 19:00 CET

Homework



Launch 1
prototype/freebie

Bonus



What makes a good
freebie checklist

Week 9. Go-to-Market Strategies

Practical marketing strategies from 5 mentors:

1. How to become a top consultant on Upwork
2. How to get inbound requests through LinkedIn
3. How and where to sell your online courses
4. B2B consulting sales
5. Tactics to get your first SaaS clients for free

Practical output:

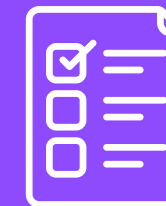
Choose 1 GTM Strategy that fits your product

Live session with mentors



Wednesday,
November 26,
17:00 - 19:00 CET

Homework



Initial action plan:

- Channels
- G2M tactics

Bonus



G2M Check-list

Week 10. Individual reviews with experts

Get personalized feedback on your idea, landing page, and GTM

- Review USP, LP, and GTM channels
- Identify top strengths to scale
- Spot key weaknesses to fix
- Refine strategy with expert advice

Practical output:

Clear list of strengths, gaps, and next steps

Live session with mentors



Wednesday,
December 3,
17:00 – 19:00 CET

Homework



Refine based on
expert notes

Bonus



G2M Check-list

Week 11. Sales Tech

How to Land Your First SaaS Clients without Ads

- Tools to speed up your outreach without losing the human touch
- How to write messages that get responses
- Smart ways to test and refine your approach before scaling

Practical output:

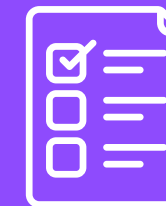
First outreach sequence tested with potential SaaS clients

Live session with mentors



Wednesday,
December 10,
17:00 – 19:00 CET

Homework



Send your first 10
outreach messages
and record results

Bonus



Outreach message
template pack

Week 12. Legal & Admin Basics

Get clarity on legal forms and admin setup for your side project

- Learn freelance vs. trade license vs. UG/GmbH
- Understand taxes, invoicing, contracts
- Get tools for simple bookkeeping
- Avoid common legal pitfalls

Practical output:

Personal legal setup checklist

Live session with mentors



Wednesday,
December 17,
17:00 - 19:00 CET

Homework



Decide your legal
form

Bonus



Legal setup guide

Week 13. Bonus session – Next steps and roadmap

Build Your 3-Month Roadmap

- Create a concrete plan to grow your idea after the program.
- Translate learning into a 12-week roadmap
- Set one big goal per month
- Define clear milestones and metrics
- Build accountability and review loops

Practical output:

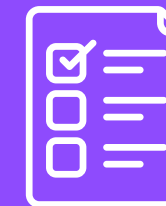
3-month roadmap

Live session with mentors



Wednesday,
January 7,
17:00 – 19:00 CET

Homework



Draft your roadmap

Bonus



Roadmap template

**Contact us to see if
this program is
a good fit for you**

TEAM@12BRAVE.COM

The logo for 12BRAVE is positioned on the right side of the image. It features the text "12BRAVE" in a bold, white, sans-serif font. The "12" is slightly smaller and more widely spaced than the "BRAVE". The background of the logo is a stylized, multi-layered flower or sunburst pattern in various shades of purple and blue, radiating from the center.

12BRAVE