

12 weeks program to  
build your own business

full of hands-on knowledge,  
mentoring  
and networking



**12BRAVE**



# Having just a 9 to 5 job is not safe anymore. Start your portfolio career today

## 50%

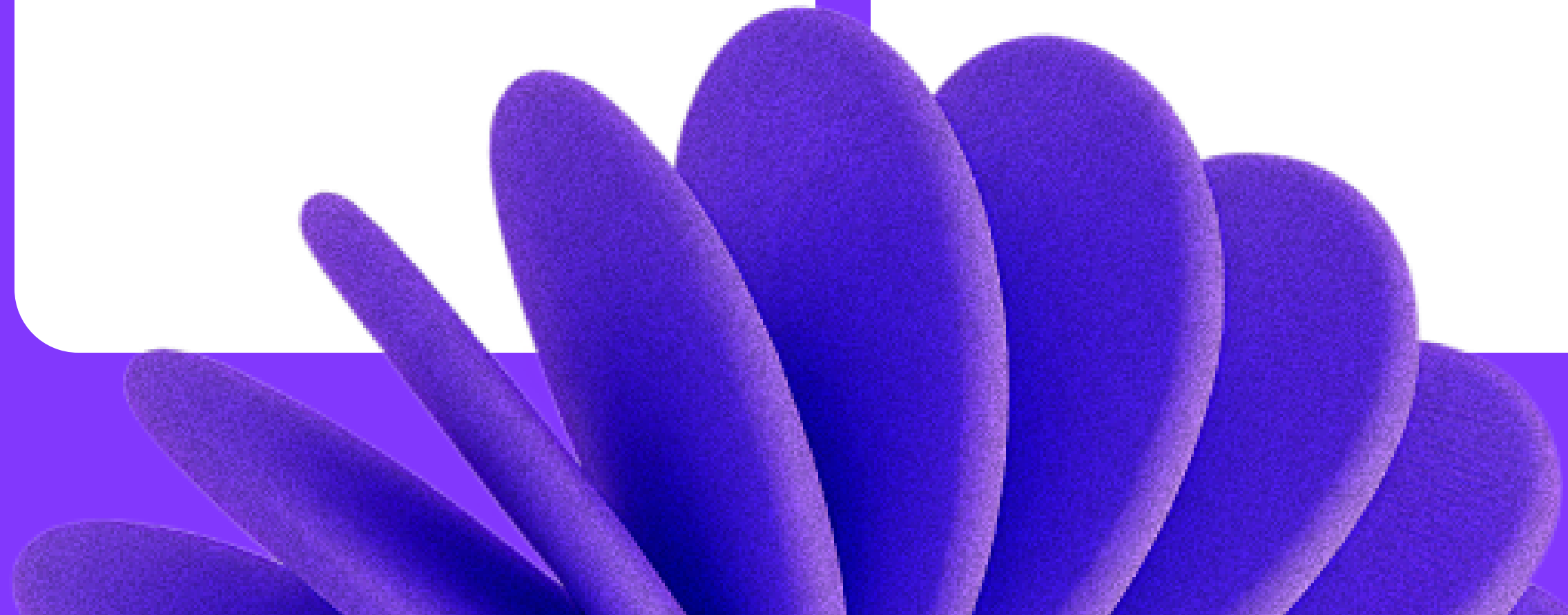
Of all professionals will have a portfolio career by 2030, according to an OECD forecast.

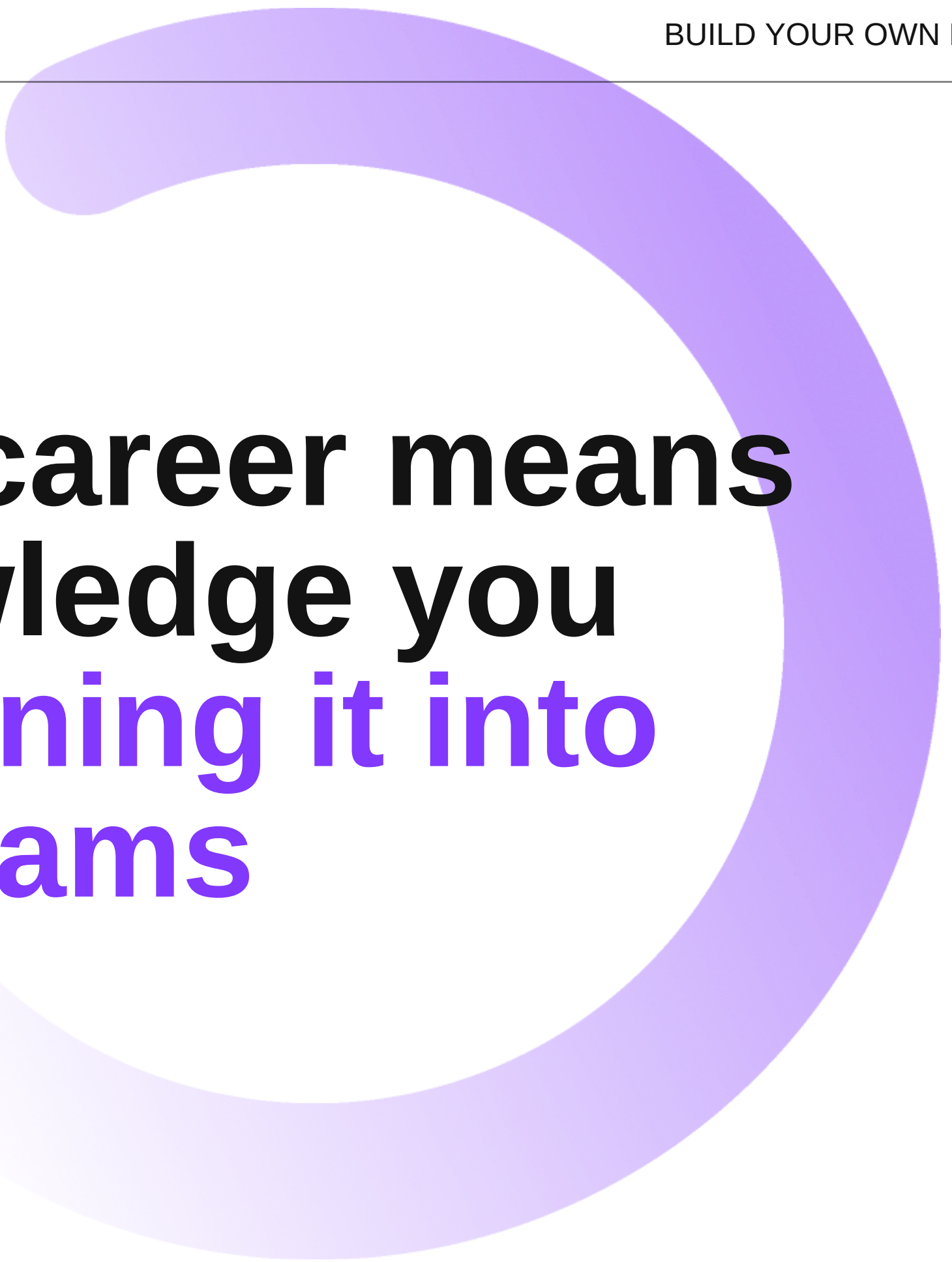
## 760K

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**

📍 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

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.



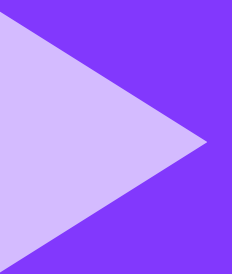
**Maria  
Lukianova**

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



**Clyde  
Araujo**

15+ years global leadership experience at Henkel, Metro, Huawei Startup Advisor on Martech, Data Monetisation and IoT





# 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.



## Artem Koren

Co-founder and Chief Product Officer at Sembly AI (2M ARR) BS in Computer Science (Columbia University) and MBA (NYU Stern) Published author



## Andrey Dyatlov

CEO and Founder of Rapid Delivery Analytics (built a product 0-1) His clients include PepsiCo, Unilever, Volkswagen and Ferrero.



## Aggelos Mouzakis

Growth Product Lead at IBM with over a decade in B2B SaaS Experience running a consulting agency, helping more than 80 companies improve monetization

# 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**
- **Freelancers** who want diversify their portfolio into product or service business

## Mentors & Experts:

- **Our Mentors:** leaders from Zalando, Deloitte, Henkel and more, who built their own successful businesses like consulting firms, SaaS, digital products alongside day job
- We bring together expertise in strategy, customer research, marketing, UX/UI design, storytelling, AI prototyping, lean startup, business development, personal brand and many more
- We support you along each step. We learned what works and will save your time

## 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

## Week 1. Select Your First Idea to Test

**Together with mentors you will decide which hypotheses you should test first:**

- Select them based on your strengths & market needs
- Spot market trends & opportunities you can use
- Evaluate ideas with the Desirability–Feasibility–Viability framework
- Create your personal strategy foundation

Practical output:

**1-3 Hypotheses that you can explore**

### Live session with mentors



Wednesday,  
17:00 – 19:00 CET

### Homework



Your personality  
analysis and idea  
mapping

### Bonus



Self-reflection  
framework



## Week 2. Market research & Online signals

### Find your sweet spot niche and how to reach your customers

- Explore tools to analyze customer profiles and pick the best one to start with
- Learn techniques to understand online signals of demand
- Hands-on approach to competitor research

Practical output:

**Market insights regarding your idea**

### Live session with mentors



Wednesday,  
17:00 - 19:00 CET

### Homework



Collect online  
insights on your  
market niche

### Bonus



ICP and customer  
research template

## Week 3. Customer interview & Positioning

### 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:

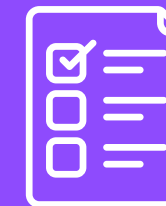
## Interview plan & positioning framework

### Live session with mentors



Wednesday,  
17:00 - 19:00 CET

### Homework



- Interviews with customers

### Bonus



Interview facilitating  
tool



## Week 4. Shape and test your idea using the right words

### Turn research into a clear value proposition and buyer profile

- Get a peer and expert review on your positioning and a product itself

Practical output:

**Clear idea and messaging**

### Live session with mentors



Wednesday,  
17:00 - 19:00 CET

### Homework



- Write your USP statement
- Define your demand tests

### 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:

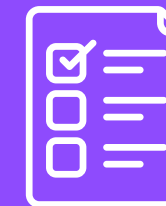
## Your personal brand formula

### Live session with mentors



Wednesday,  
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:

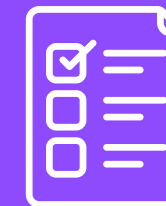
**First landing page draft**

#### Live session with mentors



Wednesday,  
17:00 - 19:00 CET

#### Homework



Sketch first LP draft

#### Bonus



LP Framework that  
helps to convert

# Week 7. Landing Page Review & Start Storytelling

## Group coaching

- Review and improve your landing page with mentors
- Learn storytelling techniques that attract clients
- Finalize your positioning

Practical output:

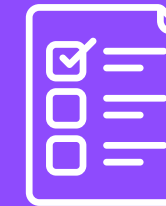
**Landing page ready to be distributed**

## Live session with mentors



Wednesday,  
17:00 - 19:00 CET

## Homework



Landing page finalization

## Bonus



Landing page  
templates



## Week 8. Getting First leads with a Lead Magnet

**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:

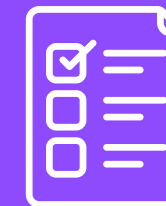
**Prototype and a lead magnet live**

**Live session with mentors**



Wednesday,  
17:00 - 19:00 CET

**Homework**



Launch 1  
prototype/freebie

**Bonus**



What makes a good  
lead magnet checklist

## Week 9. Go-to-Market Strategies

### Explore GTM strategies from mentors' case studies

1. How to get your first B2B consulting offer
2. How to get inbound requests through LinkedIn
3. How and where to sell your online courses
4. Tactics to get your first SaaS clients for free

Practical output:

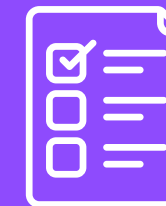
**Choose 1 GTM Strategy that fits your product**

### Live session with mentors



Wednesday,  
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 with senior industry leaders
- 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,  
17:00 – 19:00 CET

### Homework



Refine based on  
expert notes

### Bonus



G2M Check-list

## Week 11. Sales Tech

### Sales tech & Marketing Theory

- 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:

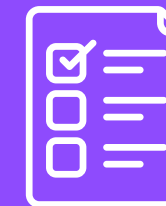
**First outreach sequence tested with potential clients**

### Live session with mentors



Wednesday,  
17:00 - 19:00 CET

### Homework



Send your first 10  
outreach messages  
and record results

### Bonus



Outreach message  
template pack

# Week 12. 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,  
17:00 – 19:00 CET

## Homework



Draft your roadmap

## Bonus



Roadmap template



**This curriculum is  
supplemented by  
individual 1:1  
consulting sessions,  
including business &  
financial planning.**



**12BRAVE**



# Packages

Our structure and mentoring will help you to get a validated idea, your first customers, and a clear go-to-market plan. Just with 8–10 hours per week.

## Starter Program

Best for self-driven professionals who want to follow the 12BRAVE system, attend live sessions, and get community support.

- \* Access to all live sessions & materials
- \* Shared community
- \* Group mentoring sessions
- \* Access to a chat with all program mentors
- \* 3 months access to our paid community for continuous support

↔ You can switch to the third one at any time,

**€1490** 550 a month

Buy now

Can be paid from your corporate training or coaching budget

Claim the money back from your taxes as an educational expense.

## Accelerated program

Best for professionals who want 1-1 mentoring, personal feedback, and a clear next-step plan.

- \* Everything from Starter Program
- \* Personal homework review
- \* Personal homework review Four 1-1 mentoring sessions with 12BRAVE founders
- \* End-of-program review & next steps call

↔ You can switch to the third one at any time,

**€1890** 670 a month

Buy now

Can be paid from your corporate training or coaching budget

Claim the money back from your taxes as an educational expense.

## Partner Program

Best for professionals ready to go all in — with execution support, personal brand strategy, and direct collaboration with 12BRAVE founders.

- \* Everything from Accelerated program
- \* 2 months of personalized work with us on your project
- \* Execution support in sales
- \* Personal brand review
- \* LinkedIn page setup and first content plan
- \* 12 months access to our paid community for continuous support

**€4 590** 1700 a month

Buy now

Can be paid from your corporate training or coaching budget

Claim the money back from your taxes as an educational expense.



**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 number '12' in a light purple color and the word 'BRAVE' in a bold, white, sans-serif font. The background of the logo is a stylized, multi-layered flower or sunburst design in various shades of purple, creating a sense of depth and movement.

**12BRAVE**