

Heat UF sålde egenproducerade CupCover som skydd till varma drycker.

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### **Produkt & produkthistoria**

- A hot problem with a steamy solution

### **Vision – All for you**

- I'm the most important thing in my life

### **Mission – Save the hands**

- A not so impossible mission

### **Ledstjärnor**

- We will follow

### **Mål – Raise the bar**

- A genius is someone who shoots at something no one else can see, and hits it.

### **Strategi – How to get to the stars**

- The road to success

### **Idén bakom - A Thought**

- We saw a problem

### **Historia - Once upon a time**

- The first chapter

### **Organisation - The brains**

- Great minds think alike

### **Målgrupp – This is YOU**

- We don't Accept diversity, we CELEBRATE it

### **Marknadsundersökning – The Search**

- If you search YOU will find

### **Marknadsföring – See US**

- It not a bad thing to be loud

**Konkurrenter – The other players**  
- Competition is good for you

**Handlingsplan - To do list**  
- Organised chaos

**Ekonomi - Cash is king**  
- Money is not everything but it is a good tool.

**Framtid – When we are older**  
- The end is just the beginning