



MAGIS TEAMS

GO BEYOND

PRESS KIT



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Dear Sir or Madam,

Magis was born with a great ambition. It was born with the ambition to make a better world. To make a better world we need entrepreneurs.

We started with a hypothesis: there is a major force that drives the world, that has given to each of us a gift and that pushes us to deploy it. When we are faithful to this call we find in the deepest of our spirit, not only we live to the fullest, but also we help to make a better world as we take the place we have been destined.

We want to help entrepreneurs to listen and detect this call in the deepest of their heart and help them to make it physically true by creating and growing their businesses. We are certain that this way we will build a better world and we will create wealth and occupation.

This is what we are up to. Will you travel with us?

Francisco Badia
Founding Partner
Magis Teams

Magis Teams is a project incubator born from ImpulsetoGrow. It distinguishes itself from other incubators and accelerators by taking projects in very early stages and carrying through a personalized incubation process, adapted to the needs of each entrepreneur. We prioritize from the beginning the balance between business motivation and the ethical and humanitarian side of the project, offering at every moment counsel from coaches and meditation sessions. Our thesis states that entrepreneurship that comes from self-knowledge will make a better world, more successful businesses and happier entrepreneurs.

NEXT BEYOND IMPROVE
BETTER EXCELLENCE
WELLNESS PURPOSE
DEPTH MEANING
IMPACT MORE
SOLIDARITY

Everything starts at 2008 when ImpulsetoGrow was created, a company specialized in counseling and financing other companies. Francisco Badia had recently come from a startup project with the willing to create something that could benefit the entrepreneur community. Until then, he had been helping and managing different projects, but to him this was the time to take a further step and to create a consultancy for companies and startups by creating ImpulsetoGrow. Little by little his passion for the sector and the satisfaction of being able to help others to carry out theirs successes arouses the need to go beyond. At the beginning of 2017 the idea of creating his own incubator to help small and young entrepreneurs springs, which results into the creation of Magis Teams. The decision was to create an incubator instead of an accelerator - normally a less risky initiative - because from minute one there was the need to help the entrepreneur from the very beginning of his project.

The goal was and is to help the entrepreneur to discover the **reason** of his idea, what is it that he really wants and not only to finance it once it is created. Starting a project from scratch gives plenty of liberty to reconsider the basis of it and to develop it without any preconceptions. The aim is to give plenty of liberty to the mind and creativity, to let everything be possible where nothing is already fixed.

This business philosophy came with the publication of the book Francisco Badia wrote at 2017, Meaningful Entrepreneurship , which set up the fundamentals of the future incubator.

[While ImpulseToGrow helps companies to grow, Magis Teams helps to find the true motivation to create one.](#)

Magis Teams gathers most of the principles that ImpulseToGrow promotes and applies them to young entrepreneurs, distinguishing from the majority of incubators in this field. What makes us different:

Interest in early stage projects

It is always difficult to undertake a business project, between other reasons, because there is the matter of solitude. In the world of entrepreneurship, it is essential to share your worries and fears to someone, and that someone can understand you. This fact emphasizes at the beginning, because it is the moment when we ask ourselves if we really want to take the big step and start a new adventure. It is precisely why Magis Teams joins at this moment of the process. We are passionate about entrepreneurship and we believe it is rewarding being able to be present at this key moment of the life of every entrepreneur.

Meaningful entrepreneurship: The personal point of view, the personal growth

An entrepreneur is someone who risks to make true his dream, and by dream we mean whatever that gives him an intimate and deep satisfaction. Something he needs to create to be happy, beyond the economic revenue and potential success. It is by this belief that we work at Magis Teams, we take part of projects that have a meaning for the people who creates them and their lives. We help entrepreneurs to find out what really makes them happy in life. When he goes to sleep and thinks about what he did that day, he has to see what made him happy and devote his life to it. Someone who works at something significant for himself is someone who will always have a reason to be motivated and go on. We are looking for strong people, persistent, and we believe that this qualities is what real entrepreneurs have. Those who are ready to make a sacrifice and tolerate good and bad moments for what they love. People who fight for their dreams have a higher tenacity that ends passing on the others,

Solidarity towards the surrounding

We are interested in projects that make a better world, that can give something to society in a certain way. Our thesis is: when you enjoy what you do, you are contributing to the world. When people undertake an entrepreneurial project, generally they have already analyzed the market, have made a business plan, some financial projections, ... but rarely they have considered how their own motivations, virtues, capacities and defaults fit into the project. If the project is significant for the entrepreneur, it is probable that in the long run it will be advantageous for society too. Magis Teams focuses on projects that go beyond and aim to make a good will to society. Commitment to society and the world that surrounds us is vital for any entrepreneurial project. Solidarity is key to understand our surrounding and being able to act consequently.

Values

We live in a culture that values the "make, make, make", speed and quick execution, but we rarely know the **why**. Where do we want to go? Magis Teams encourages to undertake a project for itself and not for the fruits that derive from it. If we can do so, regardless if we fail or succeed, the project will make us grow as individuals and will have prepared us to undertake again. Simultaneously we need to set aside selfishness, individualism, hierarchies and egos. We have to commit with the team and devote some time to it. We need to consider things and we need to work. We want to go beyond the idea of the mentor, of the untouchable guru, away from people. This is why Magis Teams works with partners. The mentor has to give networking and knowledge, is someone who wants to cooperate.



LOGO

Magis: a latin word that means "more" or "better".

The bird in in the logo wants to communicate the idea of taking of, to fly with ambition and the desire to go beyond.



Leading team



Francisco Badia
Industrial engineer and lawyer

He has been an entrepreneur, agent and consultant. At 2000 he has the first experience with startups, managing an internet portal. From then, he has always been linked to startups and the world of entrepreneurship.

He is particularly interested in the human side of entrepreneurs. He focuses on strategy, negotiation and organizing operations, combining his unique experience as a consultant and entrepreneur with his experience as a lawyer. Author of the book Meaningful entrepreneurship.



Diana Roura
Economist and financial analyst

She has more than 10 years of experience advising businesses seeking funding. She has worked for years in venture capital funds. She fully knows the obstacles startups businesses meet when looking for funding and investors

“We love, we enjoy, and we try to reshape the world of entrepreneurship”

Communication

Clara Aler

Legal

Ana Fernandez

Partners



Jörg Lahmann
GowithOh



Oriol Gifra
Megatrends Watch Institute



Gerard Compte
FindThatLead



Ignacio Sala
Atrapalo.com



David Borrás
Arthur D. Little

Nowadays is easy to notice in the entrepreneurial sector the large offer of incubators and accelerators in the startup scene. This raises a question mark: how many of this new companies are led by real experts in the matter and how many are just joining the bandwagon effect of the growing trend of startup? It is vital for all the professionals to figure who is really devoted to the cause and who participates only because it is trendy. This is why doubts about the ability of incubators and accelerators to **give value to a business** are so frequent. Our answer is simple; we have to separate the wheat from the chaff.

We notice a growing superficiality in the entrepreneurship world. Everyone wants to become a mentor, everyone wants to create a startup, everyone wants to be the new Steve Jobs. Regrettably, there is a hurry that leads people into making quick projects with its consequent lack of **depth and clarity in their work**. When the goals are not clear, the finish line is not clear either, therefore we digress without knowing where we are leading. While, bit by bit, with consolidated ideas and strong faith in the project, it is easier to succeed. We should always keep in mind the **values of the project and the entrepreneur**. Everything has to be strongly thought before, although everything can be rectified at any time. Entrepreneurs who create successful things are the ones who have the need **to create what they wish**, and not the ones who are only interested in analyzing the market and guess what could work.

Magis Teams differs by stepping away of this stated superficiality startup by offering the entrepreneur a **fully personalized attention**. Meaningful Entrepreneurship is the book that sums up Magis Teams' philosophy. There is not answer in it, each project and each persona has to find its own. The "copy/paste" is not a solution. Everyone has its own truth and own motivation to pursue, which differs from everyone else.

In the next 12 months we want to help 15 businesses, mobilise more than 3 million euros and create at least 50 jobs.

1. Definition

2 months, online

Each business has to define its project. We use the Canvas Method adapted to our experience. We ask the company to define better where is it leading, what product and competitive advantage it has, to what market it addresses, what are the existing profiles, what are the deficiencies, how to complete the team, etc. Having set this definition (different for each business), Magis Teams' partners will establish what the company should do to take the big step to find investment. One key element is the human resources, and the other one is the reach to funding. We must follow a path that is not only coherent with the needs of the company and the product, but also with the capital.

2. Commitment

Match between what the company thinks it should do and what the incubator thinks. What are the goals to carry out and where do we want to arrive in the next 3 months. From the knowledge of the business, we'll set the goals the company has to accomplish in order to be invested in. Of course, each case will be different.

3. Set-up

Profit. How do we get back the time and resources invested in the company. Because of the share we have in the business, it has to become a company so we can join it. At the same time it allows us to line up with it. Therefore, we can only get back the money we invested if the company is a success.

4. *Meaningful entrepreneurship*

We apply the coaching method. What you do should have a meaning. A 3 months process, with two weekends for a break and always supported by a coach. Meeting once a week for a follow-up and finding the meaning of the project. There is a triple idea: 1. The entrepreneurs should be happier 2. If people are happy with their job, it is more likely to succeed 3. Through the process, entrepreneurs become more caring and supportive. The project will have changed the environment, the ecosystem, and the entrepreneur has been conscious of everything he has received so he can give it back to society.

5. **Incubation**

3 months on-site

Along with the coaching process. We put into practice all the concepts from the coaching. We will create experiences altogether, no one will be alone, we will share ideas and we will carry out the plan decided with Magis' partners.

6. **Take-off**

Everything ends with a pitch to investors. Before the process, the company was not ready to get capital, but now, 3 months later, it is prepared to enter the market. The process is short, so it is possible that in some cases the reach for capital will come later. Often, the entrepreneur is overflowed when managing two fronts at the same time in a fast-changing environment. We are lucky to have in the leading team the experience of being: entrepreneurs, consultants and funders. A triple perspective that allows us to face the challenge of finding investment in the most complete way.

Complete your team with senior entrepreneurs

When you are enterprising, there are a lot of things you don't know, that you never had the occasion to learn because the word moves fast. We offer a team of mentors who will be by your side at every moment.

2 months of online process to clean up your business plan with canvas and lean start-up

3 months incubating

Up to €10 000 investment in the first phase

What do we want in exchange? Between 5 and 10% ownership

What does Magis Teams gets?

Between 5 and 10% depending on how much we invested.

What kind of projects can participate in the incubation?

Any kind of project able to re-scale, innovative and ambitious, or in other words, any kind of project likely to be invested in by a venture capital fund.

Why submit my project at Magis and not another incubator?

We escape the entrepreneurship hype. We want to help you and your business. We think that both things go together and we want to do it helping you with concrete solutions.

How long does it last?

Two months of online incubation and three months on-site.

What will happen when the program ends?

We will organize a demoday when the program comes to an end. At the demoday you will pitch your project to potential investors. On the other side, once the process has finished, we will be at your disposition as alumni, and as your partners we will help you whenever you need.

What is the criterion for the candidates selection?

The features we value are the following, in order: the team and its enthusiasm and commitment; the project itself, and the possibilities to be invested and finally, the capacity of execution.