

*How to design new ventures for rapid growth,  
lower risk and global impact*

**BY MARCELO BRAVO**



**DREAM**  
**DESIGN**  
**SURF**

The text is arranged in three lines. The word 'DREAM' is in yellow, 'DESIGN' is in light blue, and 'SURF' is in orange. Each word has a small icon above it: a yellow wave above 'DREAM', a blue feather above 'DESIGN', and an orange surfer above 'SURF'.

**Not what I am supposed to talk about**  
**8.7.2015**  
**OXFORD**

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DREAM  
DESIGN  
SURF

The text 'DREAM', 'DESIGN', and 'SURF' is arranged in three rows, slanted upwards to the right. Each row features a stylized icon above the letters: a yellow wave above 'DREAM', a blue surfboard above 'DESIGN', and an orange surfer above 'SURF'. The letters are in a bold, sans-serif font, with 'DREAM' in yellow, 'DESIGN' in light blue, and 'SURF' in orange.

**MY THREE BEST TIPS ON RAISING FINANCE**

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**D** **R** **E** **A** **M**  
**D** **E** **S** **I** **G** **N**  
**S** **U** **R** **F**

**1. Raising finance is a “sale”**

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DREAM  
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SURF

The text 'DREAM', 'DESIGN', and 'SURF' is arranged vertically on a dark grey background. Each word is in a different color and has a small icon above it: 'DREAM' is yellow with a yellow wave icon, 'DESIGN' is light blue with a blue surfboard icon, and 'SURF' is orange with an orange surfer icon.

## 2. A perfect pitch is not enough

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### **3. Start by raising your social capital**



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**D R E A M**  
**D E S I G N**  
**S U R F**

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