

A 'startup' is a company that is confused about 1. What its product is. 2. Who its customers are. 3. How to make money.

Dave McClure, 500Startups co-founder

Business up!

We turn start-ups to business.

Start-upers are the visionaries and innovators, while we are the experienced top-managers. Fusion of both sides - these two very different parties will lead to innovative well grounded strategy, that is functional, achievable yet ambitious and prepared with managerial expertise.

Business up! Is a project, where we take the start-upers through finetuned-fit to start-ups- process of strategic planning and communication strategy creation. As a result you will get your business strategy in the shape of a strategic map and effective communication plan. Both strategic documents will be personally advised and finalised by us, supported by our unique methodology, executional plans and specific ideas for your start-up. We are your solution in this fast changing business world and complex communication ecosystem.

With minimum time spent you will get truly effective strategy and specific recipe on how to achieve your goals. We implement a sales and marketing mindset to your startup.



Miroslava Klimantová has managed successfully Unilever Slovakia for years, then Upfield Czech and Slovak Republic. She has launched her own project Foodcyclor with a great success. Using her experiences from corporate jobs and own business she created she creates comprehensive business and sales strategies.



Eva Babitzová has managed a cinema complex Charlie Centrum, led marketing in Daily SME. She was the CEO of Rádio Expres, who had it in her and proceeded to hang a car on a crane and made 20 Sk banknotes disappear from the market - as the examples of tens of promotions she was involved in. She knows how to create effective and when needed bold communication and possess extraordinary creative talents.

All we need are two days of your time with full attention.

Ideas are easy. Implementation is hard.

-Guy Kawasaki, AllTop Co-founder