



Efishant Labs

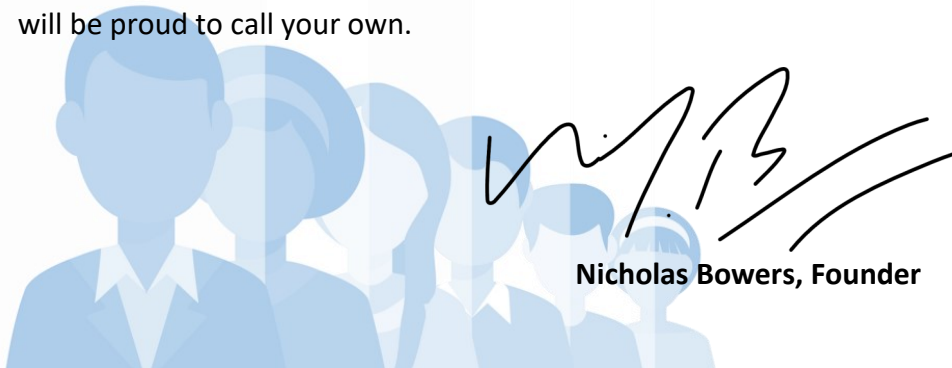
Microbusiness Startup Incubator

Think small.

Not everyone with an idea has the goal of turning their business into a 40 hour a week job or hoping for an IPO. Many ideas come from hobbies or small side projects. We're here to foster that passion with the same support and investment that traditionally comes with more aggressive business plans. We believe big change comes from small ideas.

We don't believe that running a small business has to consume every moment of your life. There are many different reasons to start a business; we work to find your core intention and build around it. This replaces stress with joy, anxiety with pride. If it's not fun, then it's not worth it.

Our programs focus as much on the why as the revenue, but it does require a time and financial commitment in order to reach your goal. With our support, experience, and investment, you'll have all the tools needed to expand your idea into something tangible that you will be proud to call your own.



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Join a Community

From day one we will introduce you to our community of other members. It is important to connect to others with similar goals, fears, and interests to create an “Accountability Network”. Depending on the group, this will be online, by phone, or in person. You will walk through the process together, and encourage each other as your ideas flourish. Although Entrepreneurship is generally an individual sport, accountability and motivation comes from a team!

Develop a Plan

We begin by evaluating your time and financial commitment, and work backwards to ensure your idea fits into a work/life balance. This is a very personal and important decision. From there we will determine the viability and profitability of your business, and work together on a roadmap. At the conclusion of the program, each business should have a clear product plan, path to probability, and a realistic idea of the time commitment required going forward. We will be at your side through the entire process to provide guidance on overcoming potential hurdles including online presence, accounting, licensing, social media, production, and more.

Ongoing Support

Getting off the ground is only half the fun! After launch you will remain in our network with access to future members, our investors/mentors, and additional programs to further grow and flourish. Some businesses may also be invited to join one of our investments funds. Depending on each founder’s preference, we provide flexibility of choice to run your own show, or let our great office team handle the day-to-day so you can focus on your core passion. We are a community that thrives as we grow larger so we encourage referrals and all those that have a hint of start-up interest to reach out.



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For consideration in our program please return the form:

- **Available Online:** efishant.com/apply
- **Email:** apply@efishant.com
- **Mail:** Efishant Labs, PO Box 642381, San Francisco, CA

Name, Email, and Phone:

Explain your idea in ten words or less:

What is your main motivation for working on this idea?:

Please share your biggest fear in pursuing this venture?:

How would you measure your success in this business?:

How many hours a week do you ideally want to spend on your idea:

