

A silhouette of a dancer in a dynamic pose, with arms extended and legs bent, set against a bright, textured background that resembles a wall or floor with horizontal lines. The dancer is positioned on the left side of the frame, facing right.

# LEADING DANCE

From nothing to Nationals in  
18 months. From one school  
to 12 countries

AND TEAM



# What we do

We offer **dance** as a **meaningful, affordable hobby** and a path to **achieve first employment** to youth, especially youth in danger of social exclusion.

We offer the **full digital life-cycle** of professional **dance** services from artistic direction to digital channel services

We offer **corporate classes** from dance to combat and yoga – with every class **providing funding** for a hobby to a **youth in danger of social exclusion**

# Why we do it

*“There are 70.000 youth in danger of social exclusion in Finland alone. Research shows that meaningful hobbies are the best way to pre-empt exclusion and only hobbies costing 0€-6€ per hour are affordable to all. So we decided to find a way to price the best hobby for youth empowerment in that range”*

*Hery Henry*  
**CEO & Founder**



6€



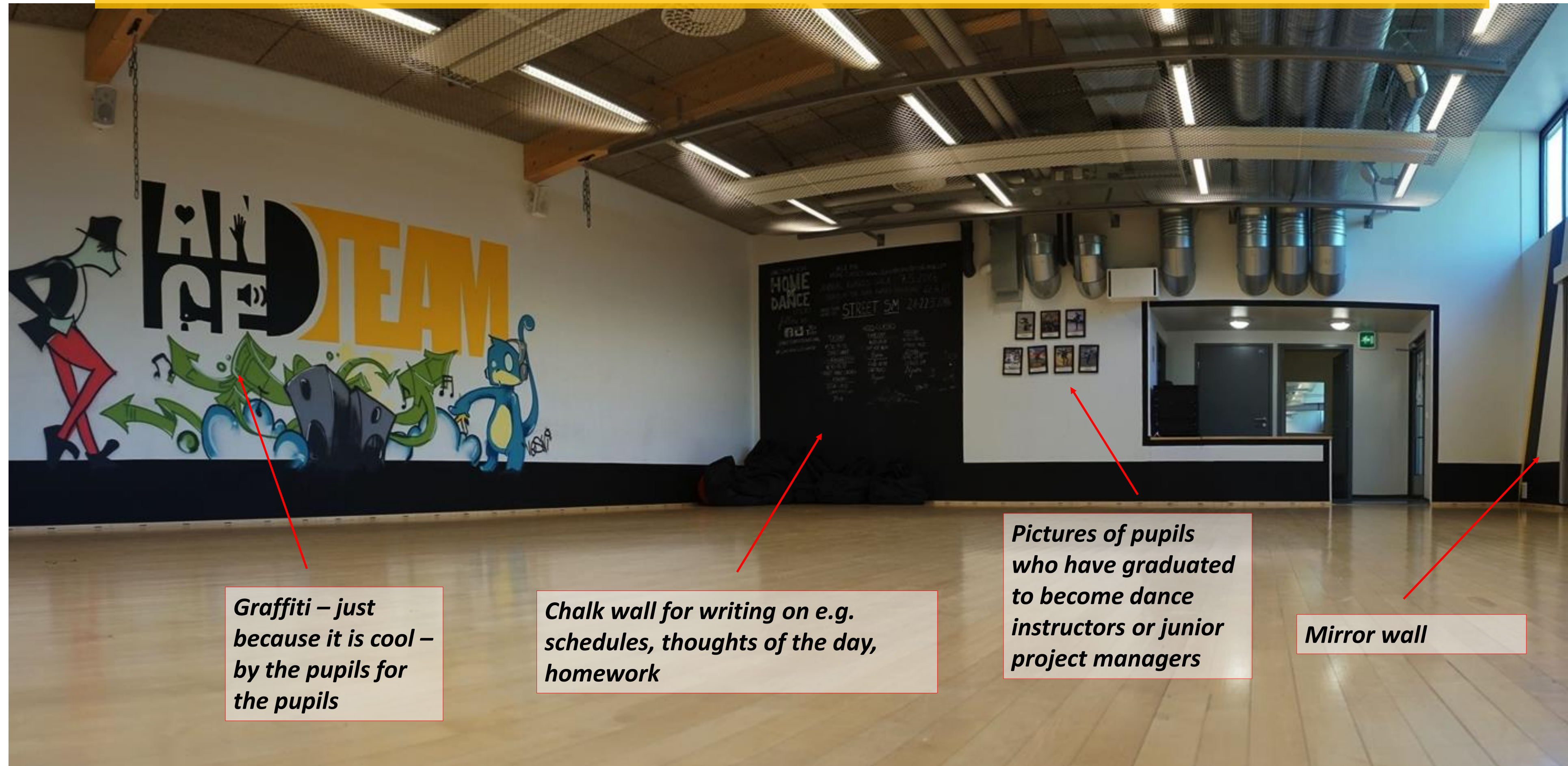
# The Game Changer - Naperville, Illinois





# Where we do it – changing the structures in youth empowerment

Nice studio, right? Except it is not a studio. It is a regular high school gym in Helsinki – with a little pimping!



*Graffiti – just because it is cool – by the pupils for the pupils*

*Chalk wall for writing on e.g. schedules, thoughts of the day, homework*

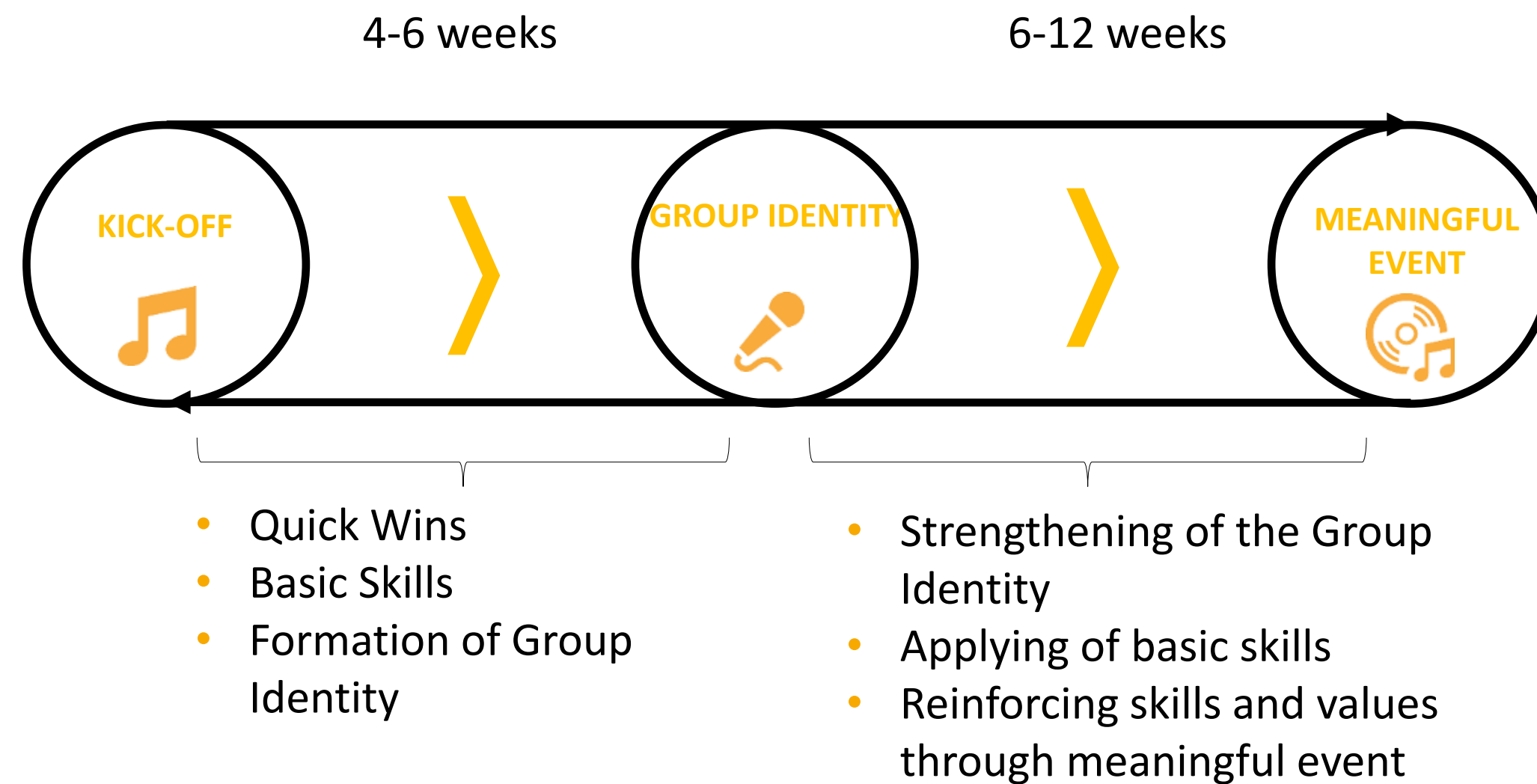
*Pictures of pupils who have graduated to become dance instructors or junior project managers*

*Mirror wall*





# How we do it – youth & artist empowerment



***“Strong individuals are grown in a strong team.”***

*-Saara Saturo*  
**Head of DT Africa**

## Value Proposition

*“Imagine no-one has ever given you anything. No-one believed in you. As a teenager. As an artist. And then you step out in front of 1000 screaming and clapping spectators. You **WILL** believe. In yourself and the people around you.*

*-Hery Henry*  
**Founder**



# What we do

*"We are achieving an  
unprecedented level of societal  
integration through art and  
sport."*

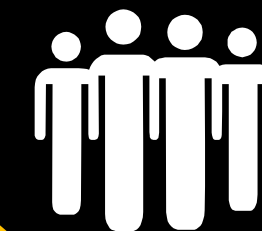
*-Jenna Nurmio  
Founder*

## Youth Empowerment



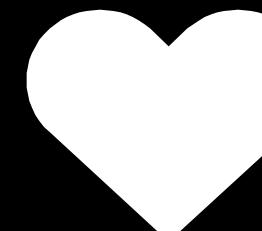
- ✓ A meaningful, affordable hobby with the possibility to achieve first employment

## Professional Performances



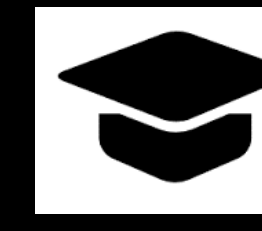
- ✓ 30 regularly employed professionals with access to over 100 more

## Corporate Classes



- ✓ We bring classroom teaching to your workplace – for a good cause: each class provides funds for a hobby to a youth

## Artpreneurship Education



- ✓ Helping artists become Artpreneurs in 8 countries



# Guest Lecturer

## Hery Henry

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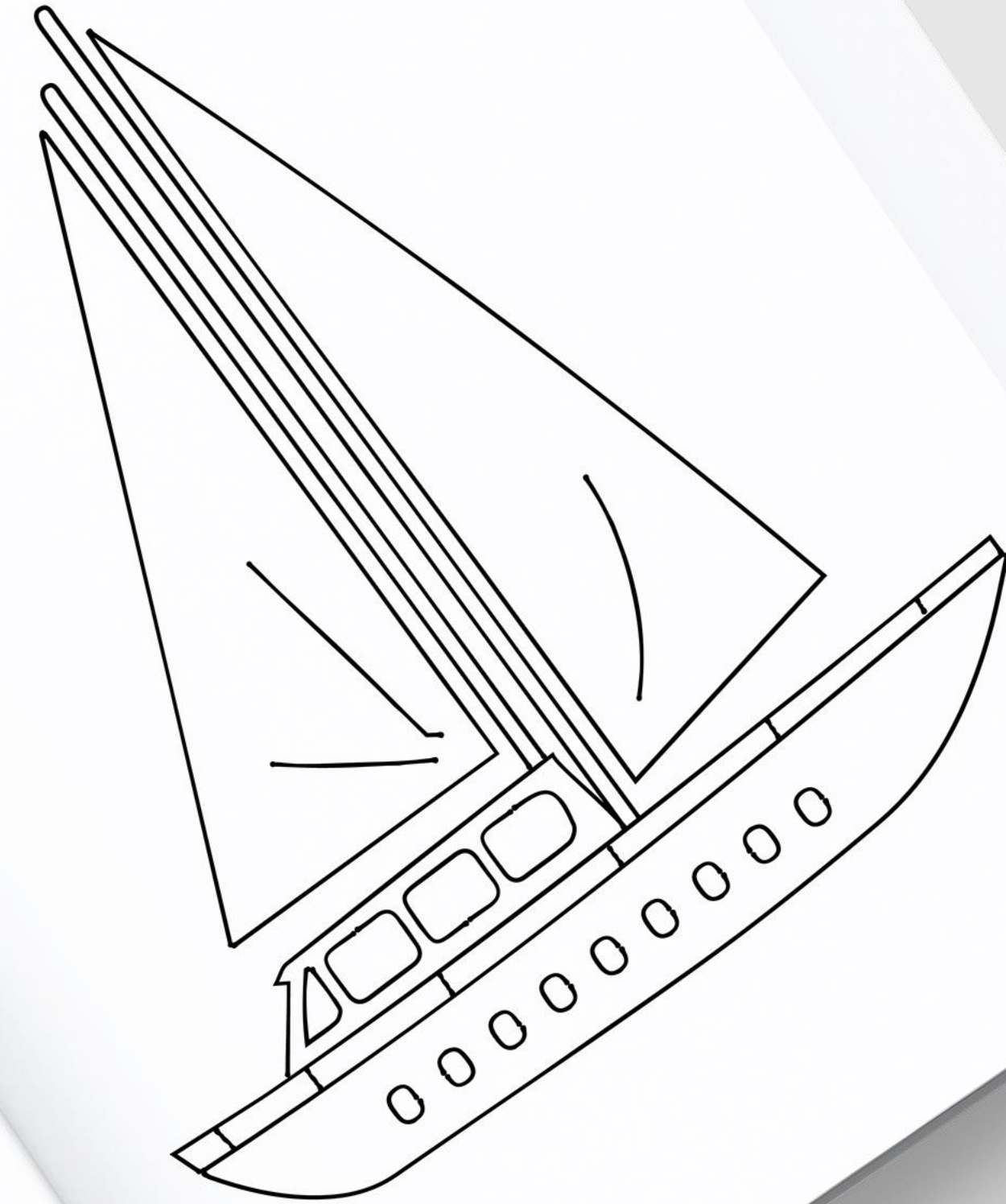
- Entrepreneur, investor in 27
- Ex-Deloitte, Sustainability Expert, TV Show
- [www.hciyork.co.uk](http://www.hciyork.co.uk) – Software Development
- [www.ina4.com](http://www.ina4.com) – Digital Marketing
- [www.calidore.com](http://www.calidore.com) – Specialist ERP
- [www.heryhenry.com](http://www.heryhenry.com) – Public Speaking
- [www.empowermotion.co.uk](http://www.empowermotion.co.uk) – Coaching
- [www.hansenbeck.com](http://www.hansenbeck.com) – Sales & Leadership
- [www.stronger.biz](http://www.stronger.biz) – Private Equity





# Today's Agenda

1. How to sell: elevator pitch
2. Getting your first customer
3. The Sales Plan
4. The Marketing Plan





# THE ELEVATOR PITCH

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Who are you?	15-30 <u>seconds</u> max “Walk-in money” (why credible) Value-add (why relevant) Practise it, know it, believe it!	
What kind of things do you do?	2 or 3 bullets Short soundbites (c10 secs each) Show range of offerings	





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[Why me?](#)

[Services](#)

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LINKEDIN



# Henry HENRY







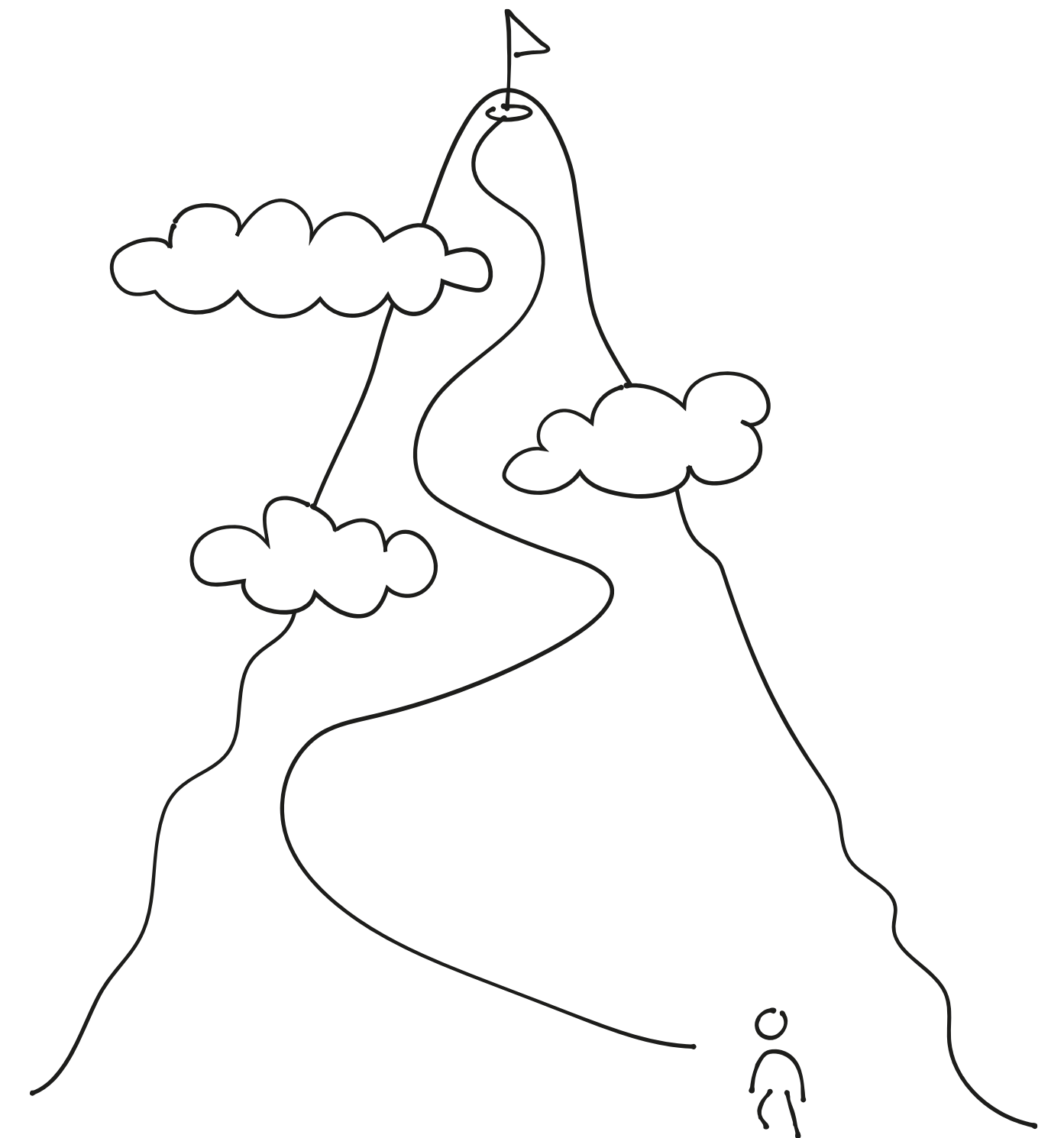
**Identifying your  
customers**



# How to market to your customers

## Best practices and what to avoid

- **Exercise: identifying your first 10 customers**
- Examples of different types of customer acquisition
  - Hello Fresh
  - MacDonald's
  - Cuban Paradise





# Identifying your first 10(0) customers

Start with your phone...

Highly likely to buy	Highly likely to know my ideal customer	People I would enjoy talking about my product to

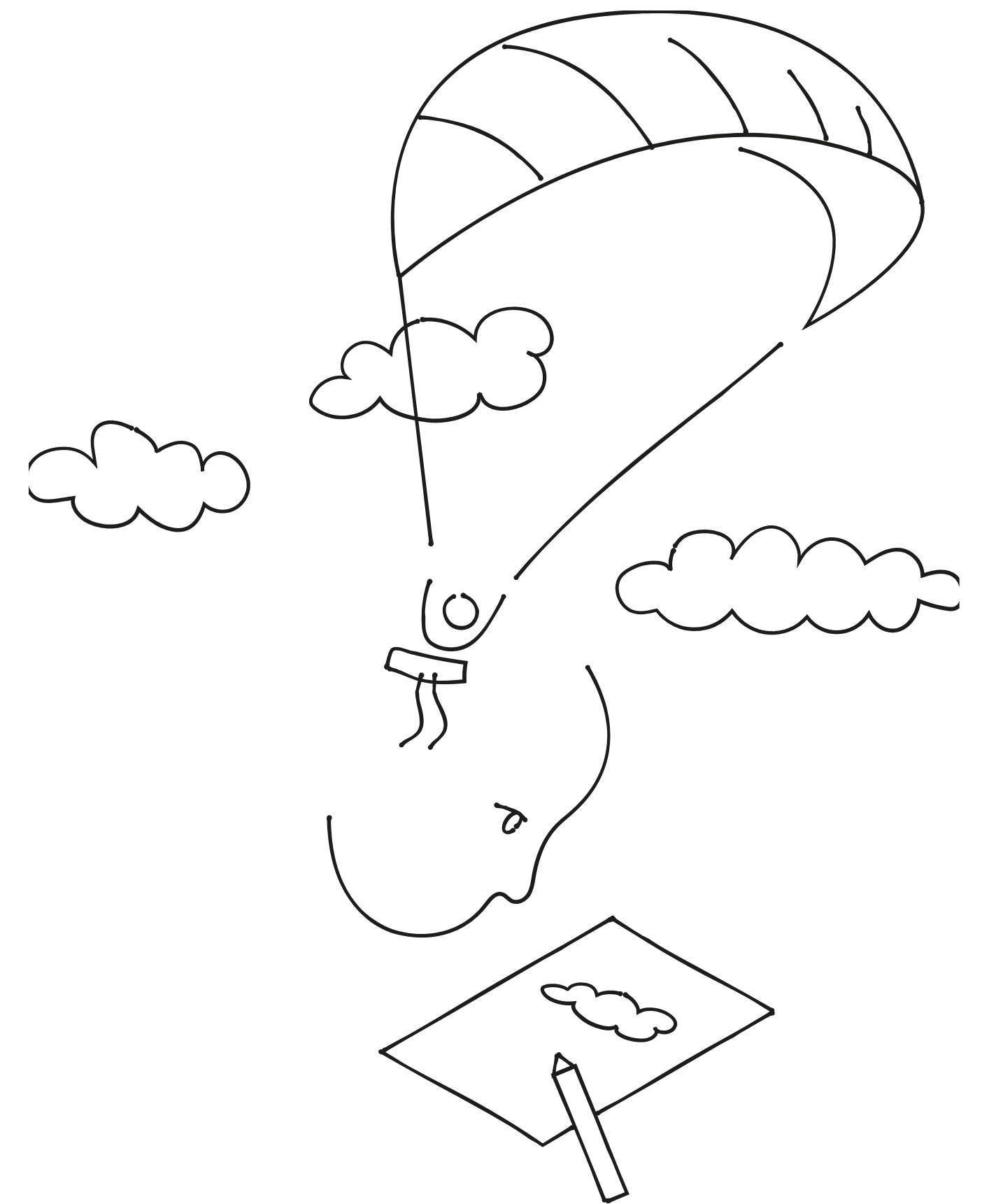




# Your Sales Plan: before we start...

## You need a SALE more than a PLAN

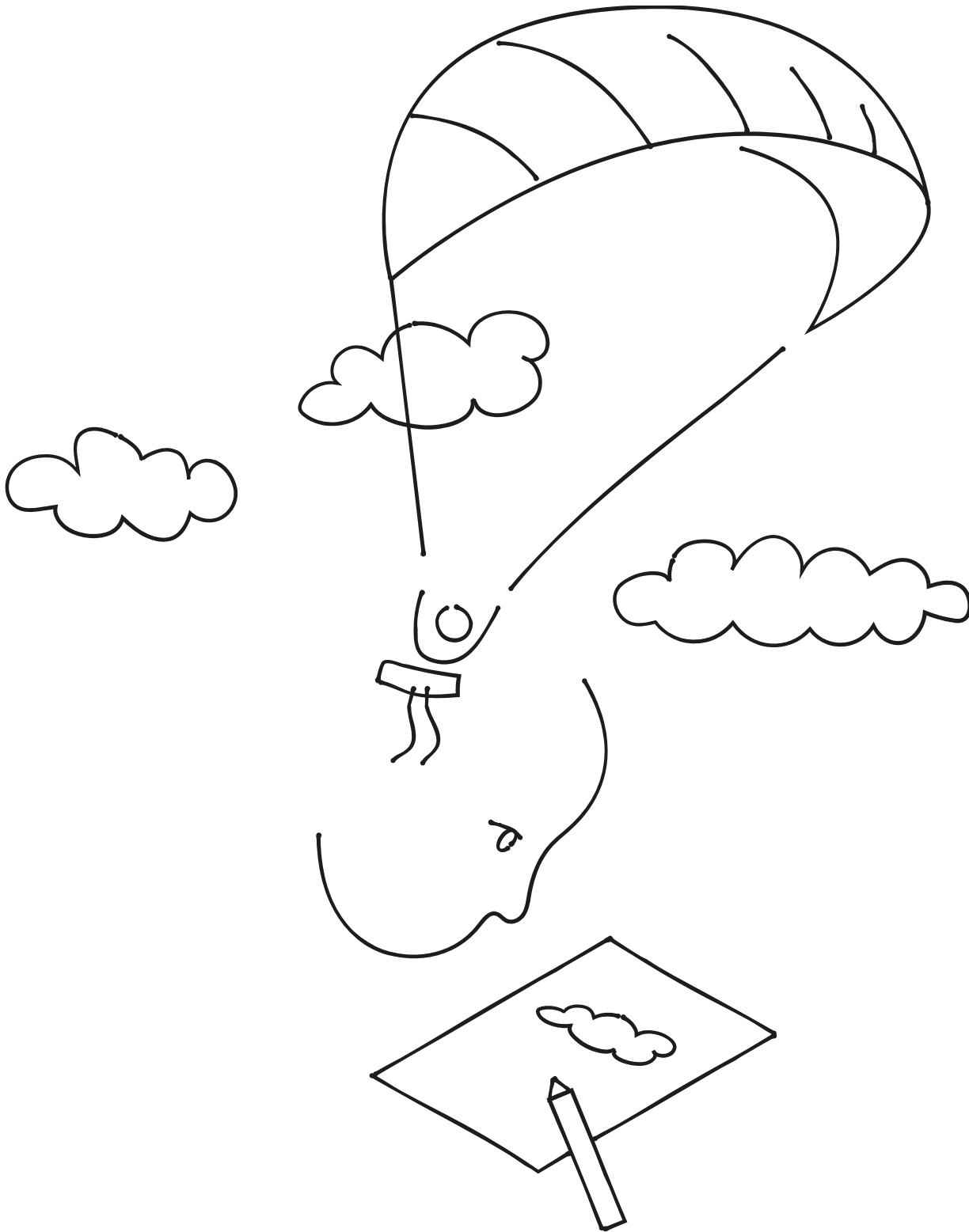
- To get started you need ONE sale
- To get to £100,000 you need one product or service. **Focus on selling and offering**
- To get to £1,000,000 you need a few products to upsell existing customers. **Focus on marketing and processes**
- To get to £10,000,000 you **focus on hiring, systems and automation**





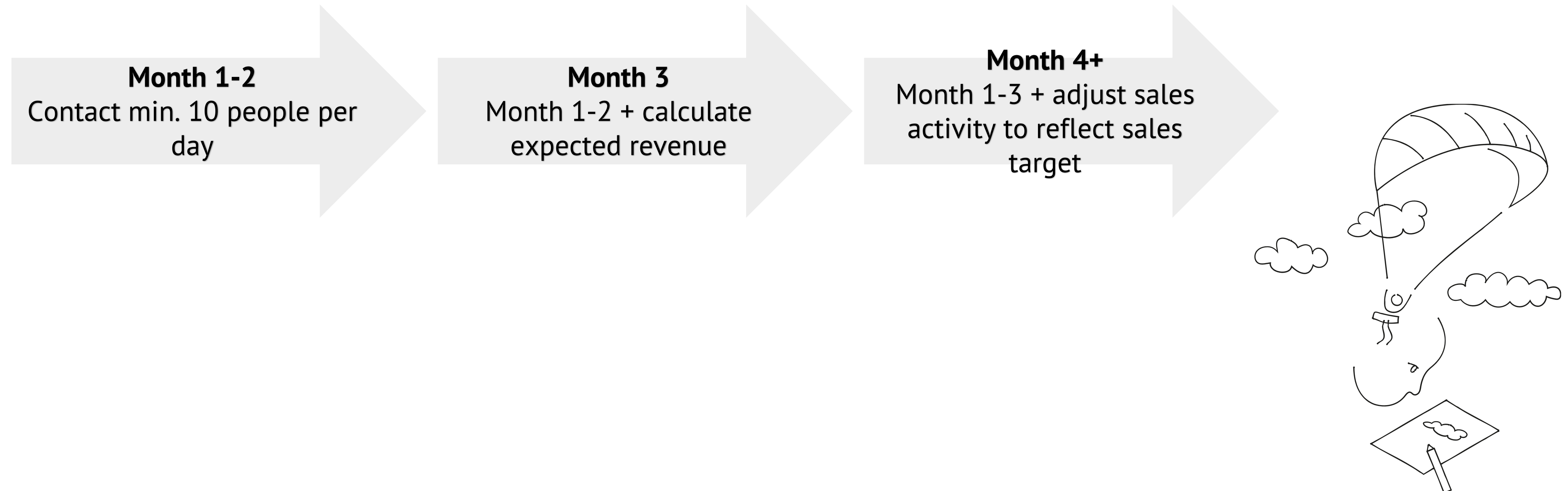
# Your Sales Plan

Lead	Offering	Size of Sale	Expected Closing Date	Probability of Deal	Total revenue
Andrew Atman	Meal-in-office subscription	£200/month	25.2.	50%	£2,400 per year





# Your Sales Plan

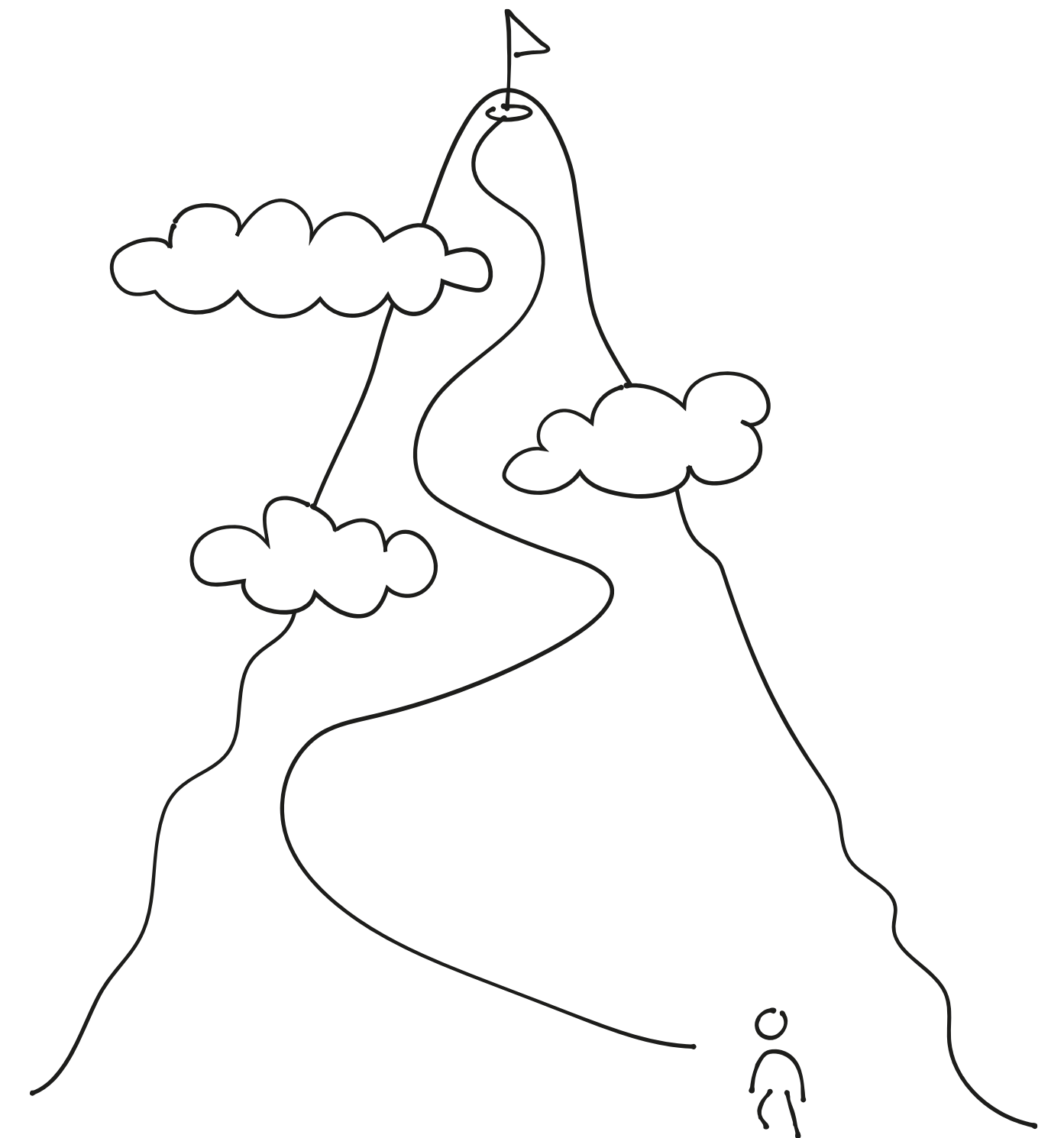




# How to market to your customers

## Best practices and what to avoid

- Exercise: identifying your first 10 customers
- **Examples of different types of customer acquisition**
  - Hello Fresh
  - Amazon
  - MacDonald's
  - Cuban Paradise









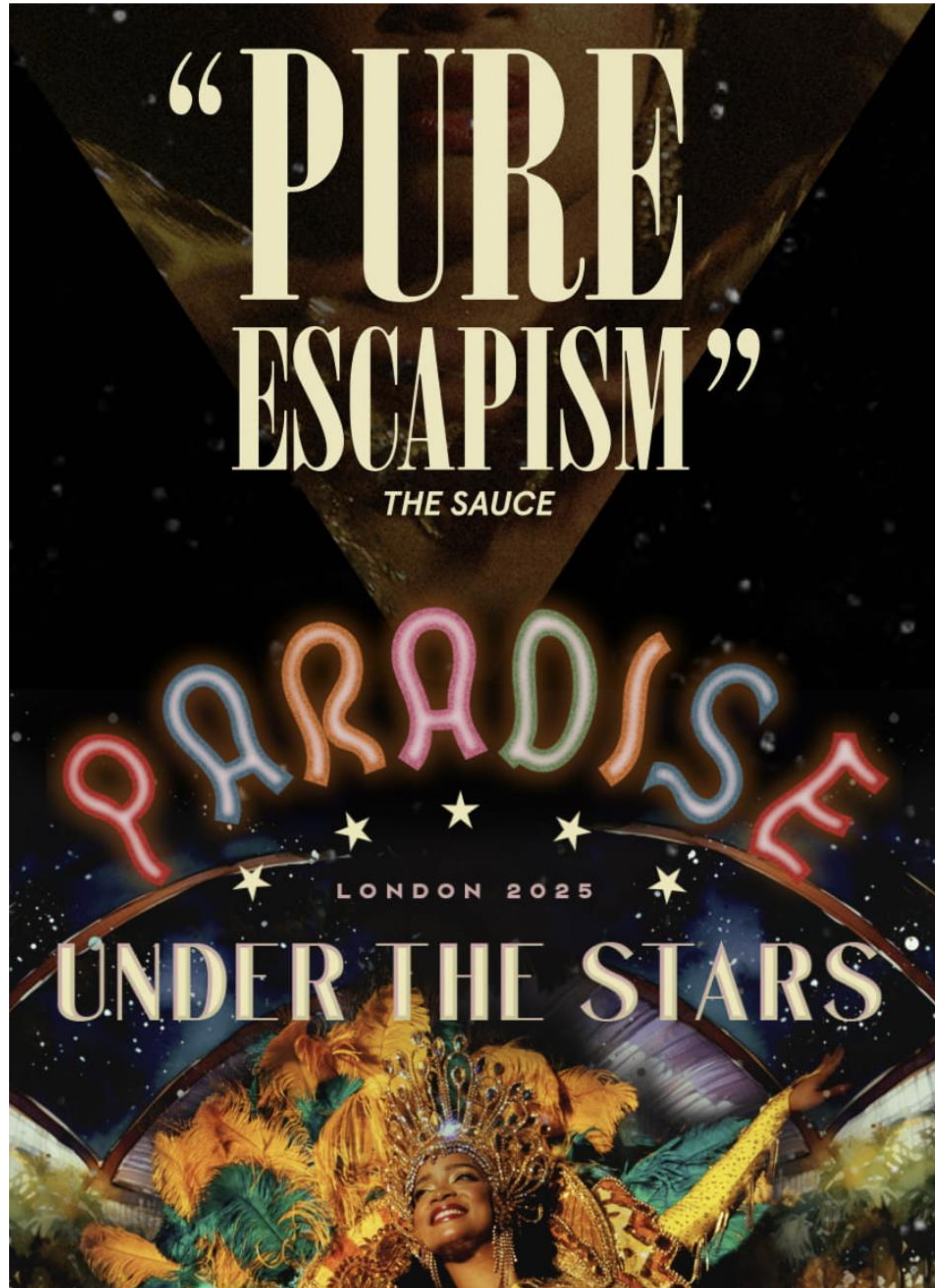
# “PURE ESCAPISM”

THE SAUCE

PARADISE

LONDON 2025

## UNDER THE STARS





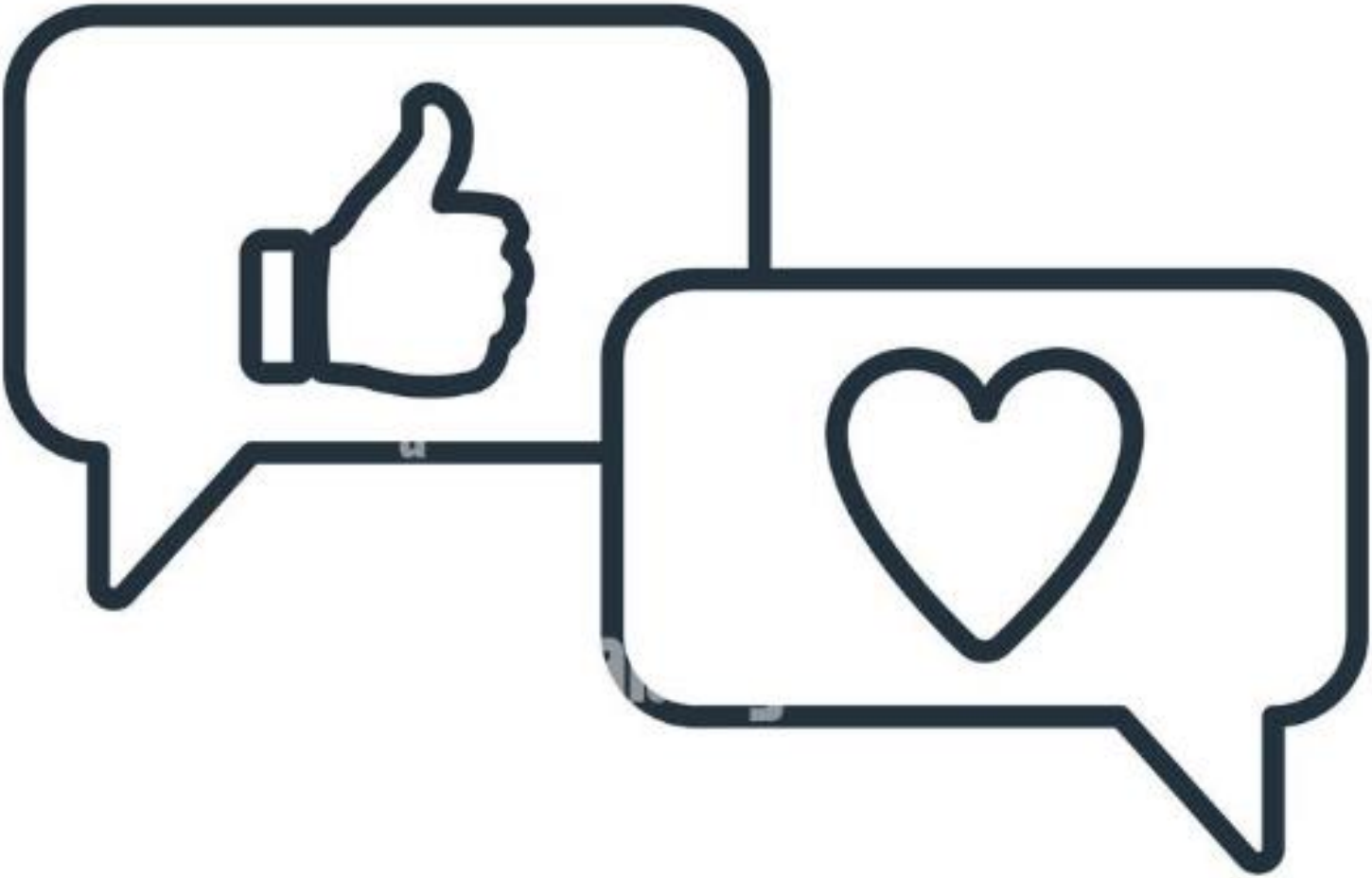




# Your Marketing Plan

Objective	Target Audience	Unique Selling Proposition to this audience	Marketing Tactics	Budget	Calendar	Measurement and KPIs
Brand awareness, Lead generation, customer engagement	<i>Be as granular as possible</i>	<i>Be as specific as possible</i>	Social Media Marketing, Content Marketing, SEO & Google Ads, Email Marketing, Collaborations, Traditional Advertising	<i>How much time/money will you spend</i>	Key dates for campaigns, launches or seasonal promotions	Website traffic, social media engagement, customer feedback, \$\$\$





FEEDBACK

