

BUSINESS VENTURE DEVELOPMENT SERVICES



ARONIA
VENTURES

The tools you need for

Product-Market Fit

The Concept

As every company has a product and a market, Aronia Ventures focuses on business development services that help improve the product-market fit (PMF) of a business.

Our full-service portfolio offers fitting services such as product advisory, market research services and sales promotions packages - as the connecting link between product and market.

The Company

Aronia Ventures is a venture studio that provides business development services based on the product-market fit concept, invests in companies & listed securities, but also creates new business ventures based on the Odoo ERP.

Ideally located in the heart of Europe, we are active since 2024 for customers in the Belgian, French, Luxembourgish and German markets.

You can always contact us via mail, video call or meet us in-person at our office in Belgium.



Products & Markets Connected

Our modular service portfolio is designed for the individual needs of early stage companies. We can help you with:

Advisory Services

- Development of go-to-market strategies
- Development of in-house LinkedIn marketing channels
- Business process consulting (process mapping, optimization)
- Market-based pricing research & advisory
- Odoo-based business model innovation

Business Promotion Packages

- Venture Discovery as starter for first product visibility
- Venture Deal as standard for sales-market development
- Venture Pitch as premium option including fundraising support

Market Research Outsourcing

- Quantitative research (pricing, NPS, ideal customer profile)
- Qualitative research (market needs, requested product features)
- Your custom business topic request

How we can help you

Choose what part of your business you want to develop:

- improve existing business with the services you need
- order the creation of new business models from our venture studio

Need more information? Contact us for an individual meeting.



Full-service portfolio to support your business on the market

Our services connect your products with their market for the following results:

Advisory Services

- ✓ Development of elements from your existing business
- ✓ Development of new business models with our venture studio
- Fixed-price packages or 90€/hour for advisory sessions

Business Promotions

- ✓ Promote your business to create visibility
- ✓ Raise the funds needed for your business to grow.
- Your flexible budget starting at 99€/month

Market Research

- ✓ Outsource data collection
- ✓ Develop your product with feedback from your customers
- 250€ per report (100 responses)

Comission-based collaboration

Help a friend's business and earn a bonus on top.
For every referred project you can send us a
commission invoice for your referral.





Business promotion powered by SPOTLIGHTBEACON

Put your venture on the map

SpotlightBeacon is our digital billboard that showcases early MVP projects, entrepreneurs, as well as startups and scaleups.

The promoted pages kickstart website traffic and visibility, but also serve more advanced companies as an additional sales channel.

- Desktop and mobile-friendly platform
- Promotions optimized for targeted customer groups on LinkedIn
- Showcase page translated to EN/DE/FR
- Pre-financed budget, scalable on-demand to multiple markets



More promotion examples · spotlightbeacon.com

Business promotion always on your monthly budget



How SpotlightBeacon works

The setup and publishing of the Spotlightbeacon page is free.

You have to possibility to scale the page to your market on a flexible budget - starting from 99€ per month.

Venture **Discovery**

Starter Package

€ 0 / month

Your SpotlightBeacon page with automated lead nurturing to promote the early product, create visibility and generate first revenue on the market.

Free page

- ✓ Promotion on SpotlightBeacon
- ✗ Funnel.io performance tracker
- ✗ Pre-financed LinkedIn Ads campaign
- ✗ Growth opportunities report
- ✗ Fundraising support

Sales kickstart for starting businesses

Venture **Deal**

Standard Package

From €99 / month

Targeted SpotlightBeacon campaign with automated lead nurturing & post-campaign growth opportunities report for new business development.

Discover more

- ✓ Promotion on SpotlightBeacon
- ✓ Funnel.io performance tracker
- ✓ Pre-financed LinkedIn Ads campaign
- ✓ Growth opportunities report
- ✗ Fundraising support

Standard solution suited for every business

Choose your individual promotion budget · spotlightbeacon.com



Growth solutions from MVP to fundraising

Our most complete offering

Venture Pitch packages include every service that our other venture packages offer, with additional fundraising support for your business venture.

Venture Pitch

Premium Package

Custom

Includes SpotlightBeacon campaign, post-campaign growth opportunities report & fundraising support for accelerated fundraising time.

Contact sales

✓ Promotion on SpotlightBeacon

✓ Funnel.io performance tracker

✓ Pre-financed LinkedIn Ads campaign

✓ Growth opportunities report

✓ Fundraising support

Advanced solution for scaling companies

Schedule your individual meeting · aroniaventures.com

Ready to grow your business?



ARONIA
VENTURES

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