**Inkuberra** Group

Swedish for “incubate” [in-cu-bate] *Verb*. grow under conditions that promote development. develop - grow, progress, unfold, or evolve through a process of evolution, natural growth, differentiation, or a conducive environment

**Brand Proposition Essence**

Most SME businesses will encounter several “pots holes” on the road to growth. Inkuberra Group has successfully navigated this road with several businesses and therefore has the required skills and experience to help SME businesses achieve sustainable and smart growth. It can do this via either or both of the following:

1. Consulting to growth orientated businesses
2. Angel investing for growth orientated businesses

**Brand Values:**

* Professional
* Integrity
* Authentic / real
* Relevant experience / understand what it’s like to grow a start up business / young company into something larger
* Team

**Focus Business Types**:

* Software as a service (SAAS) businesses
* Retail Food

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