

BUILDING A COMPANY: WHERE TO START?

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This week we have started a new business project, it is called [Mobbitat](#), and it is currently just a dream in the heads of a few. Where do you start building a business? Business manuals are full of ways to do it: business models, economic-financial plans, process maps...

Yes, we all know that, but: **how to really build a company?** A company cannot be in excels, words and powerpoints. A company is much more and is above all people: **people who trust each other and who share a project.** People who trust you to solve a problem for them. People who are attracted to working with you.

The company is the magic formula through which you make all this happen. This week we started *figuring out* the Mobbitat formula.

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