

INSPIRING STORIES OF HUMANS [SELECTION CRITERIA]

INTERVIEW

IT SHOULD BE A BUSINESS,
STARTUP, OR ANY ENDEAVOUR
INVOLVING COMMERCIAL
ACTIVITIES.

DISCUSSION ON

- DETAILS REGARDING THE FOUNDER.
- THE WAY THE BUSINESS OPERATES AND MAKES MONEY (BUSINESS MODEL).
- HOW THE COMPANY PROMOTES ITS PRODUCTS OR SERVICES (MARKETING).
- THE IDENTITY AND IMAGE OF THE BUSINESS (BRANDING).
- EFFORTS TO ATTRACT AND PERSUADE CUSTOMERS (PROMOTIONS).
- RETURN ON EQUITY (ROE) OR RETURN ON INVESTMENT (ROI) FIGURES.
- THE PROCESS OF SELLING PRODUCTS OR SERVICES (SALES).

AND VARIOUS OTHER RELATED ASPECTS.

PODCAST

EVERYTHING EXCEPT FOR
BUSINESSES.

DISCUSSION ON

- INFORMATION ABOUT THE INDIVIDUAL.
 - AN IN-DEPTH EXPLORATION OF A PARTICULAR SUBJECT.
- AND VARIOUS OTHER RELATED ASPECTS.