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THE IMPORTANCE OF FINDING THE “MISSING PIECE”

BEST PRACTICE



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When starting a business, it is key to find the “missing piece” in which the customer is willing to spend money on, or which can lead to earn money.

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LET'S LEARN ABOUT THE CASE OF:

ALBERTO FOSSAS

“MUNDIMOTO”

Mundimoto is an online platform to sell and buy second-hand bikes. Currently, Mundimoto is the biggest online company of bike reselling in Europe!

HOW DID IT HAPPEN?



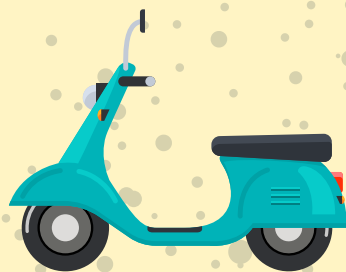
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THE START OF MUNDIMOTO



Alberto Fossas is a young entrepreneur who created his company after finding a business opportunity out of luck



It all started when he was 22, and decided to sell his bike to earn some money.



A few hours later, he found out someone was selling his same bike at a lower price 600 km away, and he decided to buy it to sell it again.

CONTINUE READING...



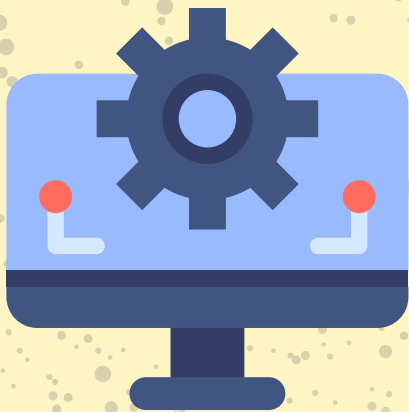
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THE START OF MUNDIMOTO



Once he found this business opportunity, he started buying second-hand bikes to resell them at a higher rate.



His income reached more than 150.000€, and he opened with his best friend Mundimoto, an online platform to sell and buy second-hand bikes.



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