



# Journey of an Idea



Headway Idea Labs facilitates the transformation of the purpose-driven ideas into technology-based companies. We redevelop the core foundation of a business into a purpose-driven entity. These types of companies have been studied to drive inspiration in employees and loyalty in customers. They are known to be the most **profitable** and the most **competitive** in their industry.



Through participation in our Journey of an Idea program, we provide a unique service that enable companies with an existing commercial product or an established business to **achieve substantial new growth and establish their unique competitive fingerprint.**



We foster collaboration, ensuring our entrepreneurs' journey is never a lonely one. Every client is provided the guidance to help with the stability, guidance and support that is essential for the development of an idea or product into a business. We also give our entrepreneurs access to all of our 'Headway Network' - a ready-made network from which to learn and share.

## Start-up development

Through conscious guidance, and our proprietary Journey of an Idea process, Headway Idea Labs facilitates the development and commercialization of any idea into a company is driven by purpose.



## Strategic Business Growth

Through our Strategic Technology Partnership Program, we help companies with an existing commercial product or an established company that desires to achieve a stronger competitive edge and growth, by creating a strong value proposition, and developing the right marketing, sales and business strategies.



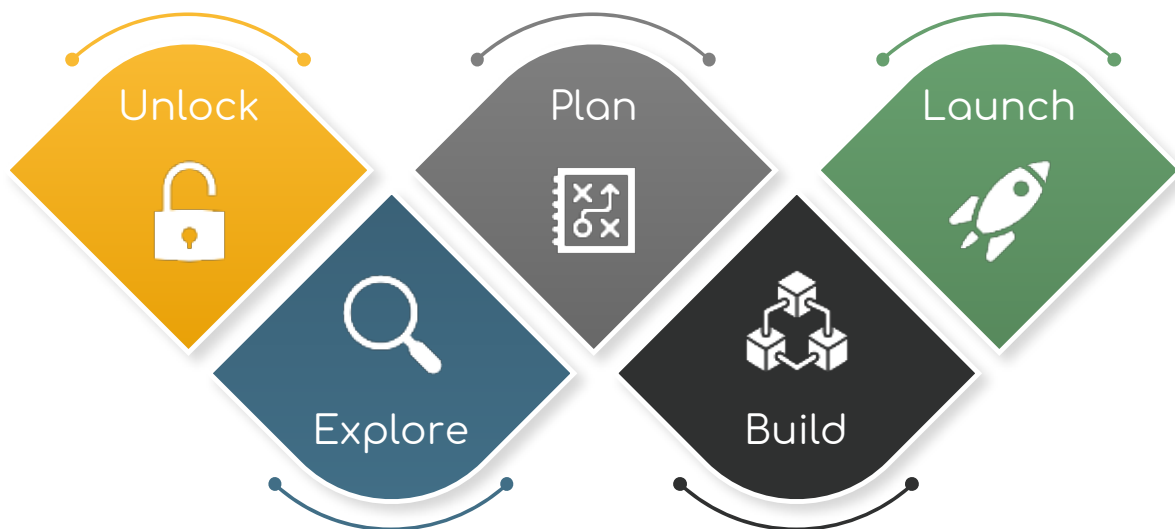
## Build Your Tech

Whether you need a feasibility study, a prototype, proof of concept, MVP, engineering resources or even a market analysis to support the development of new technologies, Headway has the resources and expertise to develop your tech product.



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**Journey of an Idea** is our proprietary, copyrighted program that helps entrepreneurs and any business navigate the essential commercialization and development components of launching a new technology, with strategies that ensure success.

Throughout our economical 5 steps process, we provide the tools and guidance to our customers, giving them the ability to succeed while keeping our costs to a minimum. We also work with our clients to help them build their core team.

## WHY HEADWAY

### PURPOSE-DRIVEN PROCESS

Headway is the only technology incubator that has a dedicated process for launching a successful purpose-driven tech.

### TECHNOLOGY EXPERTS

Our team delivers the technical expertise demanded by projects. They include software developers, engineers, marketing analysts, business professionals and researchers.

### TAILORED EXPERIENCE

One-on-one experience with the focus and attention that your business deserves.

### R&D COST SAVINGS

Headway is positioned to offer R&D services for a small fraction of the cost of an internal R&D team to your company.



<https://headwayidealabs.io/>



<https://www.linkedin.com/company/fruition-technology-labs/>