



# **50 NEW TRENDING STARTUP BUSINESS IDEAS IN 2017 TO START TODAY!**

BY COOLBUSINESSIDEAS.COM



# FROM US TO YOU.

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**ABOUT COOLBUSINESSIDEAS.COM**





# **STARTUP BUSINESS IDEAS TO START TODAY?**

They say that genius is one per cent inspiration, ninety-nine per cent perspiration. So how do we get that one spark of inspiration to start today in our startup business dreams?

We may be able to help. This free report, "50 New Trending Startup Business Ideas in 2017 To Start Today", brings to you some of the most interesting business ideas in 2017. Read on for more!



# 01

## THE LEGO HOUSE

### ADVERTISING & MARKETING

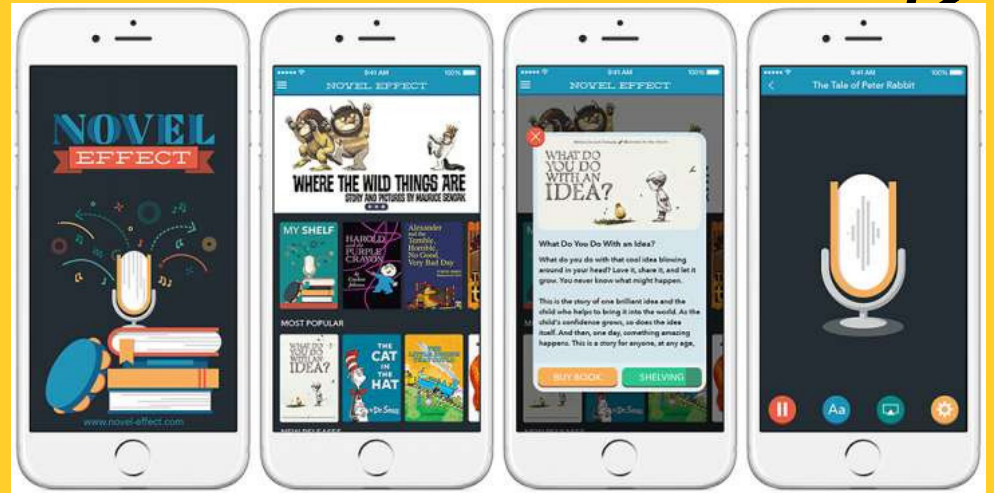
Get ready to live out your childhood dream! The LEGO House in Billund, Denmark has partnered with Airbnb to offer one family the chance to spend the night in a home made of 25 million bricks. The home is well-suited for children, as nearly everything inside is made from LEGO bricks – from the bed in the middle of a LEGO-filled pool to a pixellated “waterfall” and even a giant teddy bear. Great marketing for LEGO.



# SPICE UP BEDTIME STORIES WITH OWN SOUND EFFECT

## ARTS & EDUCATION

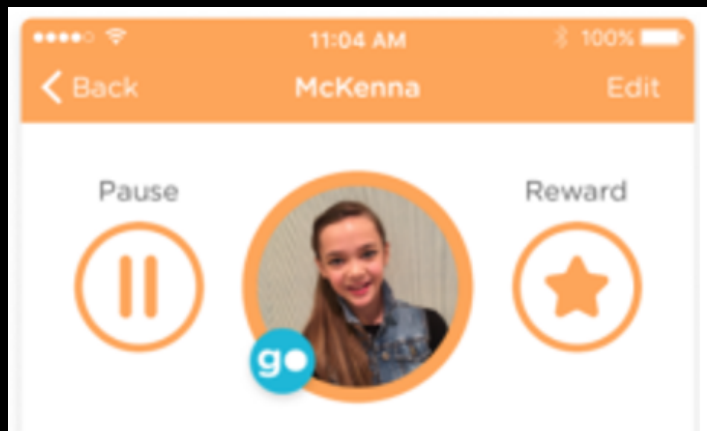
Novel Effect is an app that uses voice recognition to track the bedtime stories you're reading to your kids and insert sound effects and music in response to certain cue words. It's similar to a home assistant, such as the Amazon Echo or Google Home, except instead of playing music and setting kitchen timers for you, it's on the ear-out for keywords contained in certain kids' books.



# 02

## MOBILE & APPS

# CIRCLE PARENTAL CONTROLS AND INTERNET FILTERING FOR KIDS



Managing your family's connected devices is pretty much impossible, but not anymore with Circle. A cinch to set up, Circle pairs with your home Wi-Fi and lets you manage every device on your network, both wireless and wired, without ever needing to put software on them.

With Circle you can set Time Limits for apps and web sites, finally getting screen time in check. You can also set up age appropriate filters that apply to all their devices. And you can even give rewards to your kid when they've been good.

# 03

# 04

## 3D AND VR TECHNOLOGY REVOLUTIONIZE HUMAN ANATOMY LEARNING

ARTS & EDUCATION



Anatomy Next creates award-winning 2D, 3D and augmented reality, web-based software as an anatomical learning and understanding aid for medical education students and medical professionals, which precisely captures every feature and detail of the human body. The Seattle based company consists of a group of internationally certified medical professionals, developers and 3D visualization specialists ready to improve medical education.

# CHIC AND DRY UMBRELLAS FROM BEAU NUAGE

## CONSUMER GOODS

Beau Nuage umbrella is the first high quality and chic umbrella with its own drying cover, enabling you to put your umbrella back into your bag once wet (finally solving the problem of wet umbrellas!). Thanks to a three-layer technology, its cover absorbs the raindrops and keeps your umbrella always dry.



# 05



CONSUMER GOODS

# SWEDISH SUSTAINABLE STOCKINGS

Swedish Stockings are made from recycled yarn and natural fibers, and the process by which they are manufactured is sustainable: the factories use eco-friendly dyes, post-dyeing water treatments, and solar power. The company is also working on developing a recycling program to collect hosiery from around the world and grind it down into a filler material in glass fiber tanks.



06

# 07

## **OMI BOTTLE WITH HIDDEN PILL DISPENSER**

### **CONSUMER GOODS**

OMI is a premium and stylish reusable water bottle with a hidden pill dispenser designed to keep you healthy and hydrated in style. OMI Bottle's sliding Monday-Sunday pill dispenser will remind your readers to take their vitamins, medications and supplements while staying hydrated during your travels and everyday life.



# HYBRID CHAIR

## CONSUMER GOODS

The Hybrid Chair is currently Kickstarting by Rotterdam based Studio Lorier. A desk chair by day and a lounge chair by night (or during breaks), the piece is the ultimate small space staple. The frame, made of locally sourced solid oak wood, facilitates the transformation seamlessly. The chair comes in several toned down colors and may be accompanied by the footstool, which in turn can be transformed into a side table.



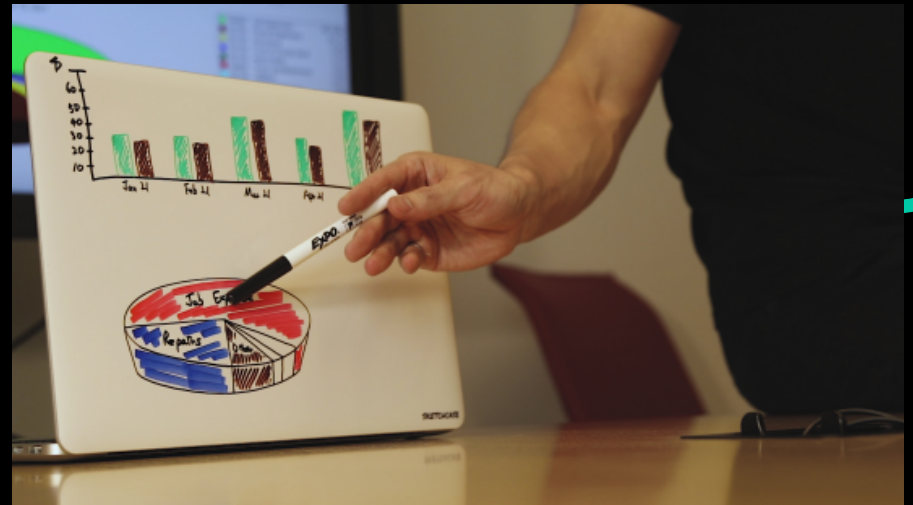
# 08



CONSUMER GOODS

# TURN YOUR LAPTOP INTO A PORTABLE WHITEBOARD

Sketchcase unveiled the perfect laptop whiteboard skin for creatives that transforms any laptop into a portable whiteboard. On the surface, Sketchcase uses a combination of anti-graffiti and scratch resistant materials to create the perfect whiteboard. Underneath is a premium vinyl that utilizes air egress technology to prevent air bubbles, making it very easy to install.



# 10

## GEOMETRIC HANGING PLANTERS

### CONSUMER GOODS



Under the name of Fernweh Woodworking, Justin is inspired by the mountains and forests that surrounds Bend, he creates a variety of products, like the planters from hardwoods that can be seen from his studio. Each of the geometric hanging planters have been designed to hold small plants like succulents, and air plants. Each planter is handmade in either Black Walnut or Maple, has been waterproofed, and hangs from the ceiling by a thick white cotton twine.

# ZERO WASTE SHOP

## CONSUMER GOODS

The shop opened earlier this year in Totnes, Devon, and has been so successful that the green-thinking couple are now planning to open stores in both London and Birmingham to encourage more people to think of the economy.

The couple came up with the idea after they discovered Unperfekthaus – a German anti-waste outlet – while enjoying a trip to Berlin. This zero-waste supermarket has a ban on packaging and stocks only ethical goods.



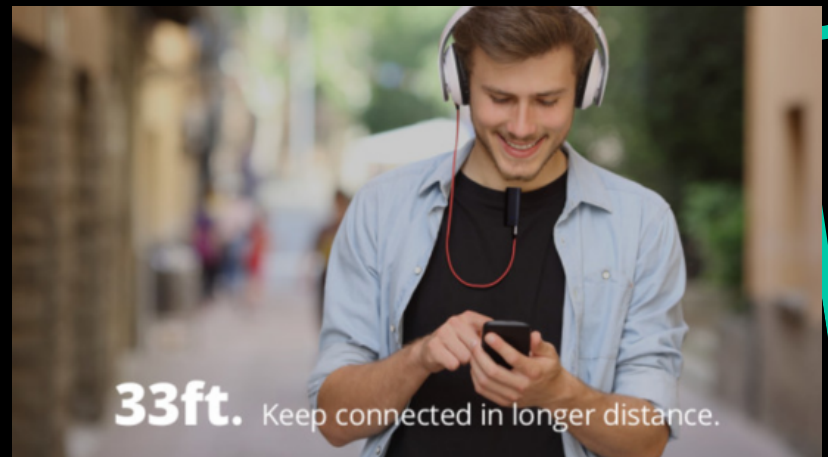
# 11

## GADGETS

# AIRLINK MAKES ANY AUDIO DEVICE WIRELESS

AirLink adds Bluetooth connectivity to any audio device with 24bit Hi-Fi sound. It simplifies volume control, calls answering, virtual assistant control and picture taking. You can also sync and share the audio with your friends.

Wanna to keep your old wired headphone even if it requires a 3.5mm jack to use on the new smartphone? AirLink lifts you out from this dilemma by making your wired headphones into wireless. Clip AirLink on your shirt, and walk around without tangled cords.



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## **ALGAE SHOE**

### **SPORTS & GAMES**

U.S.-based bio-material producer Bloom culls algae from freshwater sources like lakes, rivers, and ponds around the world. The brand then mixes it with EVA (ethylene vinyl acetate) to make a pliable, cushiony material.

The resultant algae-foam will, according to Bloom, “meet or exceed existing performance standards” for traditional foam thanks to its “natural thermoplastic qualities.”



# **B-2 BOMBER NANO BLADE – WORLD'S SMALLEST TACTICAL KNIFE**

## **CONSUMER GOODS**

The B-2 Bomber Nano Blade is the world's smallest and lightest tactical pocket knife ever to be created by mankind. The mini tactical B-2 Bomber Nano Blade is designed with precision and detail that allows it to be extremely robust and versatile in every survival situation.



# **14**

## CONSUMER GOODS

# WATT A BOX WITH BUILT IN POWER BANK AND USB CORD

KFC has improved on its 5-in-1 Meal Box in India with a new feature that lets you charge your phone while you eat. It's called the "Watt a Box" and, in addition to the five KFC favorites that compose the meal, the Times of India reports that it comes with a built-in power bank and USB cord. This is a limited-edition item that will be gifted to select customers at certain KFC locations in Mumbai and Delhi, though KFC India's website warns.



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## MOONLITE BEDTIME STORIES FROM PHONE

### CONSUMER GOODS



The app uses the flash source from your mobile device to project images onto nearby surfaces. The Images, or Stories, are Encoded into the MoonLite Reels (Sold Separately). Once inserted into the MoonLite Device, Images from the reel are Projected. The Accompanying Text to the Story Images is displayed on the screen of your phone, within the Moonlite App. This makes it easy to read while projecting the story images.



# FARADAY POCKET AND UTILITY POUCH BLOCKS IDENTITY THEFT

## DESIGN & FASHION

Faraday Pocket and Utility Pouch blocks all RFID cell signals, wifi, bluetooth, GPS, mic and camera interception to protect people from identity theft. Inspired by the Faraday Bags used by Military Special Forces to transport critical documents and information, the RFID Faraday Pocket Carry & Utility Pouch by BLACKOUT SPEC are all you need to effectively go off the grid.



# 17

**DESIGN & FASHION**

# **HURU EXPANDABLE WATER RESISTANT BACKPACK**

Built-in waist bag, rain hood for the owner and a lifetime warranty make HURU backpack a smart and reliable companion for city and travel. HURU is water-resistant. You don't need an extra cover for the backpack. No drop of water will get inside HURU and damage your belongings. It uses water-resistant Cordura fabric, best in the world YKK zippers, and a real leather base.



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## HIGH TECH HEELS FLATS THAT FEEL LIKE SNEAKERS INSIDE

### DESIGN & FASHION

Created to be a gorgeous, classic shape to compliment absolutely anything in your closet, Antonia Saint shoes softly hug your feet with a hidden SoftSurround System™ so that you feel supreme cushion with each step.

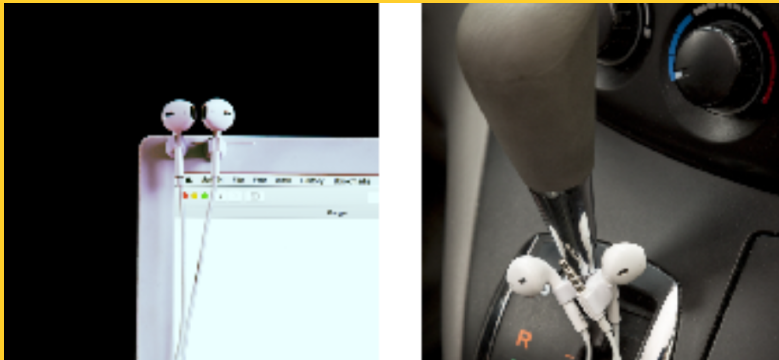


Instead of sacrificing beauty for wearability, or accepting the pain of beautiful shoes, SoftSurround had carefully re-engineered high heels and flats to give you the high-quality support you deserve.

# NEARBUDS MAGNETIC EARBUD ACCESSORY

## GADGETS

Frustrated by organizers, clips, holders and winders that never seem to work? If you use earbuds while commuting, working out or in your leisure time, you probably spend hours untangling wires, hunting for them or even just looking for somewhere to store or stash them while keeping your hands and ears free. Believe us, we've been there too — that's why we think that Nearbuds is a good idea!



# 20

**DESIGN & FASHION**

# **MOGGLES PORTABLE VIRTUAL REALITY HEADSET**

Moggles is a truly portable VR headset with some smart features and a sleek design. It folds down into a 50 mm hard case and has a space for hand controller inside. Moggles, short for mobile goggles, is a Virtual Reality Console made to fit your pocket. It gives you an easy and accessible way of exploring the possibilities of head-mounted displays and virtual reality. Moggles is using modern smartphones as the magic maker, smartphones that constantly are under improvement to give you a better VR experience.

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## CHICKEN RICE AND LAKSA FLAVOURED POTATO CHIPS

**FOOD & BEVERAGES**



When we heard F.EAST was coming out with Hainanese Chicken Rice and Singapore Laksa flavoured potato chips, we rushed over to buy some from their launch today at Raffles Xchange. Battling our way through the crowd, we managed to snag the last bag of Singapore Laksa (\$3) and a bag of the Hainanese Chicken Rice (\$3). What unique flavors to impart to potato chips.

# CLOSCA BOTTLE AND APP, REDEFINING HOW YOU DRINK WATER

## FOOD & BEVERAGES

Every year more than 80 billion plastic bottles are cast adrift into our oceans and landfills – with each bottle taking more than 400 years to decompose.

Closca Bottle has a stretchy silicone flap-strap with a magnetic closure that transforms water bottle into water wearable—and it comes with a complementary smartphone app that helps locate places to top off your H2O for free.



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## FOOD & BEVERAGES

# APPLE WITH NO BROWNING

At the biotech conference SynBioBeta, I swiped one of Okanagan Specialty Fruits' Arctic Apples and put it in my purse. The Arctic Apple is the first genetically engineered apple, modified so that when it is cut, it doesn't turn an unappetizing shade of brown. When I got home, I sliced it up and stuck it in the fridge. A day later, it was still the same firm, crisp white. Five days later it was only starting to take on hints of brown. I checked the apple this morning, a week and a half after slicing it up, and it still looks fresher than most apples just an hour or two after being cut. I put some in my yogurt. Not bad.

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## TASTY GRANOLA BARS FROM UPCYCLED BEER GRAINS

### FOOD & BEVERAGES



ReGrained harvests grain from craft beer. The startup creates delicious recipes with this flavorful, nutritious ingredient. ReGrained strives for sustainability in all areas from our products to supply chain down to packaging. At ReGrained, it is proposed that “spent” beer grain instead be harvested and used to close a nutrient loop.

# READY MEALS IN WASHING MACHINE

## FOOD & BEVERAGES

The Sous La Vie is a waterproof tyvek bag for vacuum-cooking in a washing machine, designed at the Bezalel Academy of Arts and Design, under the guidance of Liora Rozin. Even though this product was done at the Department of Industrial design it is more of an eye opener, It brings forth opposing ideas such as fast food vs slow food, rich vs poor and capitalism vs socialism.



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## FOOD & BEVERAGES

# PICO PERSONAL CRAFT BEER BREWERY



Pico is your personal craft beer brewery. Automatically brew 5 liters of fresh craft beer at home in about 2 hours\* using eco-friendly grain and hop PicoPaks™ from dozens of award-winning breweries worldwide. Pico's brew cycle takes a little over 2 hours to complete, depending on the specific PicoPak recipe. After the brew cycle is finished the beer will need to ferment for an average of 5 days (may be longer or shorter depending on the specific PicoPak recipe). From PicoPak to pint glass the whole process will take approximately one week.

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## ALCOHOL FREE CRAFT COCKTAILS

### FOOD & BEVERAGES

Alcohol-free craft cocktail company Curious Elixirs grew from the creators' desire to reduce their alcohol intake while still enjoying tasty, sophisticated beverages similar to those in cocktail bars. They sought input from bartenders, herbalists, and food scientists, and teamed up with More Good to create an organic, all-natural concoction. After nailing the recipe, they turned to Kickstarter to fund the project, which seeks to "redefine what it means to drink socially." Small batches of the first elixir, Curious No. 1, can be shipped nationwide, and during Dry January, the company partnered with UberEats to distribute bottles in Brooklyn.



# **VOLTERMAN – WORLD'S MOST POWERFUL SMART WALLET, EVER**

## **GADGETS**

Volterman Smart Wallet has captured the attention of crowdfunders across the globe. With a built-in Power Bank, Distance Alarm System, Global GPS tracking system, Worldwide WiFi hotspot and even a thief detection camera, it's a huge innovative leap on from anything currently available on the market. And it's lightweight and looks the part.



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## GADGETS

# POP CASE ULTIMATE MODULAR IPHONE BATTERY CASE

POP case is the first iPhone battery case with a modular design. With a super slim protective case and a removable battery pack that attaches perfectly on the back of the case so it won't hang or swing loosely, POP case is the best solution for both protection and power.

Elegant 2-in-1 design transforms your POP case to what you need. It comes with a detachable battery pack that you can easily snap on the back of the case when you need an extra charge but can be removed if you wanted to travel more lightweight.



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## DIGITAL KNITTING MACHINE

### GADGETS

Branded as a 'digital knitting machine,' kniterate is the start of a future where you can design your clothes online, and 3D print them at the touch of a button. intended as a affordable and compact alternative to industrial knitting machines, kniterate allows you to design an individual creation in its computerized app, and send it straight to the machine to be knitted up as a garment.



# JOUÉ BOARD FOR MUSIC MAKING

## GADGETS

The name Joué, translated from French, literally means “play” or can be interpreted as “I play,” and the company would like you to approach the device with an open and creative mind. It’s a USB-powered pressure-sensitive board that works with a variety of soft – and occasionally squishy – pads that are detected and uniquely identified through embedded RFID tags.



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HEALTH & BEAUTY

# HANDLR, THE EASIEST SOLUTION FOR EXCESSIVE PERSPIRATION

Handlr is the simplest solution for excessive perspiration. Handlr is a portable device that reduces excessive sweating, so you can always bring your A-game anytime, anywhere. Just 15 minutes of using Handlr reduces unwanted sweating in your hands and armpits by 50% for up to 24 hours. It works by sending microcurrents throughout the applied area to close the sweat glands.



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# 34

## GYM PODS

### HEALTH & BEAUTY

Making time to go to the gym can be easier said than done—especially when your couch is so comfortable. But if getting to the gym is your problem, perhaps having access to tiny gyms all over the city would convince you to pop in and take a quick run on the treadmill. At the very least, it's a theory one Chinese company is willing to test out.

Gym pods are headed to China's capital city of Beijing, which will make working out on the go so much easier.



# GRAVITY: THE WEIGHTED BLANKET FOR SLEEP, STRESS AND ANXIETY

## HEALTH & BEAUTY

Gravity is a premium-grade, therapeutic weighted blanket that harnesses the power of deep touch stimulation to gently distribute deep pressure across your body.

Engineered to be around 10% of your body weight, Gravity helps relax the nervous system by simulating the feeling of being held or hugged.



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HEALTH & BEAUTY

# STAIR CLIMBING WHEELCHAIR

Introducing the Scewo Stair Climbing Wheelchair. This incredible device is bringing a new level of mobility to those without it. Exceptionally agile, the Scewo Wheelchair is compact and can rotate on the spot. In addition, it uses self-balancing technology so it will never get stuck. It also uses durable rubber tracks along the wheels to tackle stairs even going up spiral staircases. Armed with large wheels, the Scewo Wheelchair is surprisingly sleek and minimal despite its ability. The Scewo has five modes to help with mobility. Driving Mode is for traditional movement and agile turns as well as small obstacles.

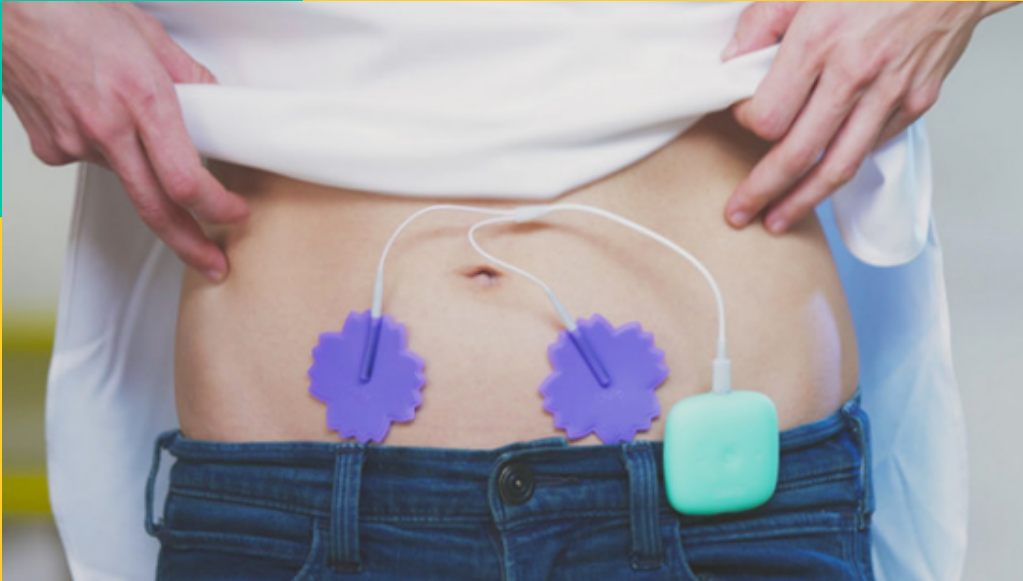


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## LIVIA – THE OFF SWITCH FOR MENSTRUAL PAIN

### HEALTH & BEAUTY

Livia is the off switch for your menstrual cramps. Livia is a drug-free solution for menstrual pain. With one single touch, the tiny device closes the “pain gates” by stimulating the nerves and blocking the pain from passing to the brain. No more pain, no more pills.





# WEARABLE AIR PURIFIER

## HEALTH & BEAUTY

Airvida will constantly create 2,000,000 negative ions/cm<sup>3</sup> to capture small airborne particles from PM2.5 to pollen around you, purify the air by binding these particles to the ground and decompose VOCs such as formaldehyde. It is the thinnest neck pendant air purifier in the world with ergonomic lightweight design for wear comfort.



# 38



HEALTH & BEAUTY

# WAKEMODE APP LAUNCHES TO LET YOU KNOW IF YOUR INTERNAL BATTERY NEEDS CHARGING

WakeMode is launching a new sleep and fatigue management app that predicts fatigue levels during the day using advanced data analysis technology. Similar to the way cell phones display a bar indicating battery life, WakeMode shows you YOUR battery levels, based predominantly on how much rest you got during the night.



# 40

## **FYNOTI – THE \$9 HOME SECURITY SYSTEM**

### **HOMES & LIVING**

Fynoti is a Danish-based startup company that aims to deliver the most cost-effective home, personal and neighborhood security solutions to its clients. Customers can buy a Fynoti for as low as \$9 with no ongoing monthly fees. This is a steal compared to most other home security systems on the market and will appeal to budget-conscious consumers.



# EGLOO PERSONAL FIREPLACE POWERED BY CANDLES

## HOMES & LIVING

Egloo is a new eco-friendly way to heat, scent and humidify your room enclosed in a smart product with a unique design. Egloo gives users a simple and sleek cost-effective heating method. Egloo utilizes the natural heat given off by candles to increase the degrees in the room. It works by placing the candle under the terra-cotta domes, and after about 15 minutes or so Egloo creates a comfortable heat that is trapped inside and released gradually, raising the temperature.



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## HOMES & LIVING

# WHEAT BRAN TABLEWARE

Biotrem's disposable tableware is perfect for home use. Plates, bowls, dishes are all made from wheat bran which is an environmentally friendly alternative to other disposable products that are made from treated papers and card or plastic. Production of these alternatives is often far from eco-friendly often requires the use of bleaches and chemical coatings. The Biotrem production process does not require significant amounts of water or mineral resources and uses no chemical additives.

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## LIVING IN A CUBE

### HOMES & LIVING

How can a large piece of furniture save space? By combining several rooms in itself. The piece called Kammerspiel (Intimate Theatre) is the largest piece of furniture the German designer Nils Holger Moormann ever created. And its role is to rethink the approach to living in a small space. The item includes sleeping, eating, working, and reading areas. A staircase that doubles as a set of drawers leads to the bedroom level. The inside of the cube provides space for the walk-in closet and pantry.



# GRO.IO COMPLETE HYDROPONIC SYSTEM WITH INTERNET OF THINGS

## HOMES & LIVING

Meet Gro.io, self-described as “the world’s most intelligent hydroponics system.” Creator Doug Slemmer was inspired to make the system when his wife was undergoing cancer treatments and used medical marijuana to combat the resulting nausea. Thanks to the early fully-automated system (powered by the Hub), you’ll be able to take the guesswork out of everything from water top-off to system filling to aeration to super oxygenation. It’s powered by an embedded Linux OS on a 1GHz ARM Cortex-A8 processor that makes use of data from 10 separate remote sensors.



# 44



**LUXURY & PREMIUM**

# **SINGAPORE AIRLINES UNVEILS NEW HOTEL-LIKE SUITES**

Singapore Airlines unveiled the new cabins for its Airbus A380 aircraft. Included in the changes will be new seats in first, business, premium economy and economy classes. The biggest and most innovative changes are to the first class cabin. Originally, the airline flew its A380s with 12 first class suites, however, there will only be six suites after the refresh. These six suites feature fully flat beds and separate leather recliners allowing, passengers to recline their seat without it turning into a bed.

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## HOMEBIOGAS 2.0 AT-HOME BIODIGESTER

### ENVIRONMENT

HomeBiogas 2.0, is the at-home biodigester. HomeBiogas is the first company to present a small scale biogas system for family use. After a successful first campaign, the team created a more durable, affordable and easier to assemble at-home unit. Launching on Kickstarter, HomeBiogas 2.0 works at twice its original speed producing up to three hours of cooking gas per day from leftover kitchen scraps.



# ENDLESS ENERGY FROM SOLAR PAINT

## ENVIRONMENT

Researchers at RMIT University in Melbourne have created a revolutionary new solar paint that can be used to produce endless amounts of clean energy. The innovative paint draws moisture from the air and splits it into oxygen and hydrogen. As a result, hydrogen can be captured as a clean fuel source. The paint contains a recently-developed compound that looks and feels like silica gel.



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ENVIRONMENT

# SOLARGAPS BLINDS

The “obvious solution” for those who can’t or won’t invest in rooftop solar panels, SolarGaps promises to to reduce home or business electricity bills by up to 70 percent. Based on the sun-tracking characteristics of sunflowers, the smart blinds automatically adjust position to provide optimal angles for generating solar electricity.

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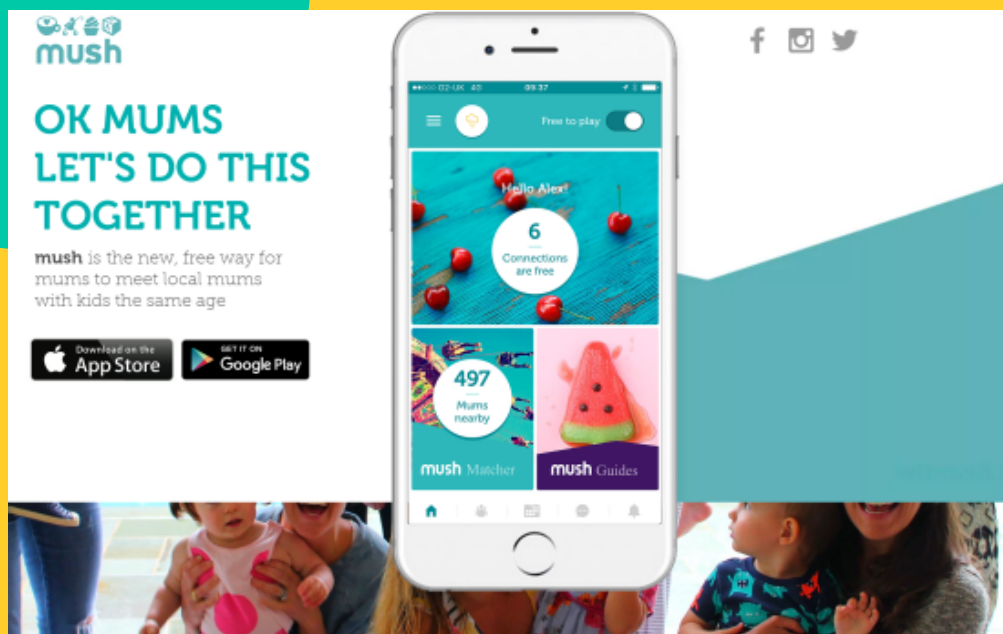




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## MUSH APP FOR MUMS

ONLINE & SOCIAL



Mush is the new, free way for mums to meet local mums with kids the same age. The Mush app is your starting point in the world of mush; see who's around to play, send messages to your mum friends and groups, and see any latest news near you. At the heart of mush is the matcher; it's how we help mums meet other mums near them with kids the same age.

# BABY SNAP – SNAPCHAT FOR PARENTS

## ONLINE & SOCIAL

Meet a new app for caring parents – Baby Snap. Now it's become easy to see how your kid grows: just capture a second several times a day of his life daily to get a movie about the childhood in one tap.

Capture new skills, emotions, mood, activities – Baby Snap will keep every day safely.



# 50





66

**BRAND NEW.  
COOL.  
SMART, INNOVATIVE,  
UNPRECEDENTED.  
GLOBALLY EMBRACED.  
LOCALLY INSPIRED.  
NEW BUSINESS IDEAS  
AND THOUGHTS.**

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“

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THE END. HOPE YOU ENJOYED IT.

**THANKS  
A LOT**

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