

## COMPANY FACT SHEET

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### Overview

30minMBA is an award-winning Swedish startup dedicated to mobile learning. Using storytelling, gamification and behavioral science, 30minMBA makes it easy to develop business skills on the go and apply the lessons in an individual's work instantly. High performing companies go from months to minutes with actionable business knowledge with its mobile learning tool. 30minMBA spans more than three continents with people from business, academia and tech, who all share a passion for empowering people to reach their full potential.



### Actionable Advice for Companies Looking to Stay Ahead in Their Field

30minMBA provides bite-sized business concepts in an actionable and memorable format covering topics such as leadership, productivity, and entrepreneurship. Instead of taking eight hours to read a business book or sitting through a two-day seminar, 30minMBA gives you answers to your business problems through a beautifully designed iOS app that changes the way you learn about business.

30minMBA is designed for startups, investors and corporate. They can select several collections (courses) including; VC-pack One (Attract the investment of your dreams), The Influencer (Influence and engage people with conviction), Rockstars (Learn the essential skills to lead and manage teams from gaffers to rockstars) and Level up (Excel growth by taking your company to the next level). The content is based on core concepts from leading business books theories, presented using three fundamental insights:

1. *Learn through stories.* Via interactive stories you can remember and apply the knowledge to your work within 30 minutes.
2. *Learn by doing.* Via challenges and actions you can track your progress and stay ahead in your field.
3. *Learn when we are engaged.* Via recognition and feedback for your achievements you can optimise your motivation and develop skills on the go.

### Science-Based Learning

30minMBA's mobile learning tool is using a proprietary methodology called "PEAK" that incorporates elements of behavioral science, psychology and gamification. Scientifically proven to improve information retention, PEAK synchronizes activities inspired by real business problems to give individuals a proven

way to apply and remember the business concepts faster than any current solutions available.

### Beta Tested

The product has been beta tested by more than 500 people overall.

### Accolades

- Winner of The Future Innovation Award In Memory Of Alfred Nobel (2015)
- Selected to the Alpha program highlighting the most promising startups by Web Summit and Collision (2014 & 2015)
- Top 6 startups in Europe Winner of the European tech conference alliance – Startup Sesame (2016)
- Swedish Finalist for TEDx Made In Europe (2015)
- Best in Show & Favorite Startup of Swedish Startup Community's Internet Discovery Day/IDD (2014)
- Recognized for innovation and awarded a grant from Vinnova, Sweden's innovation agency (2014)

### Founder

Therése Gedda is the founder and CEO of 30minMBA. She started her first management consultancy at the age of 17 and today she is an award-winning entrepreneur with +14 years entrepreneurial experience. She has keynoted at some of the world's top tech conferences, and continues to inspire startup founders through business competitions and as a startup mentor. She holds a Masters degree from Stockholm School of Economics and is passionate about empowering people to reach their full potential.

### Website

[www.30minMBA.com](http://www.30minMBA.com)

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### Press Contact:

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*We believe in giving back and sharing our knowledge. If we can contribute in any way to your story or article, please let us know. We would be happy to talk with you, send you some resources or introduce you to other entrepreneurs.*





### **It started with supporting others one at a time**

From the age of 17, Therese started her first company within management consulting. Her drive and passion were to make a difference in the world right from the start. She successfully worked with business development for a wide variety of clients and industries across numerous European and North American markets.

Over the last 14 years, she has inspired and supported individuals and teams as a startup mentor, strategic advisor and a member of the jury in entrepreneurial competitions. She has also been a catalyst for individuals and teams to create ever greater impact in projects around the world.

### **Then it multiplied on stage**

Therese was three years old the first time she took the stage, and she has not left it since. Over the years, her desire to support large groups of people has only grown. While she loves the effect and impact of developing individuals one-by-one, this is not the most effective way to make a difference, says Therese. Standing in the spotlight as a keynote speaker, entrepreneurial speaker and panellist at conferences, boardrooms, business and technological schools, she has inspired and developed thousands of people to make meaningful changes in their businesses as well as personal lives.

### **The moment 30minMBA was born**

While preparing to speak at one of the leading entrepreneurship conferences in the world, Therese knew she needed a different approach to break through. While she was backstage she saw the audience was filled with top business executives that were all looking at their phones and it hit her – it couldn't be 'business as usual' anymore. She needed to provide direct, actionable takeaways and make her talk memorable enough for

people to immediately take action on the insights.

Therese delivered a presentation that gave the audience a spark in their eyes, they got the message and were inspired to explore the changes for themselves. From that moment, 30minMBA was born. She knew that business today needed to make learning actionable in order to empower individuals to reach their full potential.

### **Now as 30minMBA, we are going global**

Every since her first management consultancy, Therese has had the dream and the desire to drive change on a global scale together with amazing people. She has passionately strived to empower individuals to reach their full potential by using the latest technology in growing markets.

### **Bridging the gap between what science knows and what business does**

30minMBA is built upon that dream. The dream to make a difference. To bridge the gap between what science knows and what business does.

In everything we do, we believe in empowering individuals to reach their full potential. We believe in leading by example, supporting people to pursue their strengths and talents while encouraging them to move past their weaknesses. We believe in driving change and challenging the status quo.

30minMBA has an amazing core and advisory team spanning three continents with passionate people from business, academia and tech dedicated to fulfilling our vision, as well as hundreds of ambassadors and supporters sharing our dream – to empower people through mobile learning.

Together we believe that we will make a difference in business and publishing, one inspiring story at a time.  
– Therese and the 30minMBA team

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## FOUNDER BIOGRAPHY

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**THERÉSE GEDDA** is a highly skilled serial entrepreneur, keynote speaker and business leader with more than a decade of unprecedented accomplishments. She is the founder and CEO of 30minMBA.

She started earlier than most having learned more than 200 books by heart before the age of six. She took that same ambition and intellect to found her first management consultancy company on the Swedish market at the age of 17 in 2002. This early creation enabled her to successfully help companies from a large number of industries across European and North American markets – often serving as the catalyst for founders, executives, and management teams to create an impact with projects spanning strategy, leadership, communication, marketing, and growth.

Until she was 19, Therése worked out on a professional level in athletic fitness. The discipline she obtained from being around some of the world's top athletes extended to other areas of her career, including public speaking. When she was 21, she started to guest lecture and speak at the Stockholm School of Economics and The Royal Institute of Technology on topics ranging from entrepreneurship and startups to achievement. During this time, she also became more involved in the startup community.

By the age of 22, she completed her International Coaching Education – Core Essentials Fast Track Program by Coach U in London. She used these learnings throughout her career and remained actively involved in education as a startup mentor and adviser. Her passion for entrepreneurship made her a jury member at the largest business plan competition in Sweden, Venture Cup, at the age of 23. She also started to regularly organize business casual events in central Stockholm, serving as a catalyst and connector helping grow one of the world's fastest growing startup communities – Stockholm.

Therése continued her education and earned her Master of Science in Business and Economics at the age of 26. Her degree from the Stockholm School of Economics was focused on marketing and she conducted

extensive research on the entrepreneurial mindset, publishing a paper titled “Courage, motivation, and setbacks – the road to success in entrepreneurship?”

By the age of 27, Therése became a board member for Silicon Vikings where she served for three years. In her role with this collaborative non-profit, Therése helped connect “Nordic assets” to Silicon Valley's networked business and educational ecosystems.

After more than a decade as a startup mentor, strategic advisor and motivational speaker with an enormous passion for knowledge and learning, Therése founded 30minMBA – an award-winning Swedish startup dedicated to mobile learning. This culture-driven company has its foundation in empowering individuals to reach their full potential. Today, she is leading a multidisciplinary team spanning more than three continents as CEO, and together they are bridging the gap between what science knows and what business does.

At the age of 29, Therése took her keynote and motivational speaking endeavors to the next level when she spoke at the Web Summit, one of the leading tech conferences in the world, as well as several other top conferences – influencing more than 10,000 people in one year.

By the age of 30, she began to be recognized on prominent stages for her work. First, she was awarded second place in the Swedish Final for TEDx Made In Europe. A few weeks later, she was awarded the prestigious award and Sweden's largest prize for innovators, SKAPA (Create) – in memory of Alfred Nobel called The Future Innovation Award in Stockholm. While she has been successful on many fronts and has accomplished it all at a young age, she is very focused on what's ahead and believes her greatest accomplishments are still to come.



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