

Seed

Design and launch an impact-driven offering that resonates with the right clients.

Why you shouldn't wing it

Gift yourself a strong foundation

Without clarity on what you're offering—or who it's for—your marketing and sales stay scattered. Finding aligned opportunities that match your values, especially in uncertain times, takes more than guesswork.



Move beyond trial and error

You weren't taught how to work for yourself in school. Seed fast-tracks your journey, helping you dodge the common mistakes that derail growth and purpose.



Unlock opportunities

Finding a clients is tough. Seed shows you how to leverage your network, extend your reach, and gives you access to 75+ monthly opportunities.



Alone vs. Together

You can't read the label from inside the jar. Working solo limits clarity. A supportive group provides the insights, feedback, and perspective you need to move forward faster.

You don't have to figure it all out alone

Seed is right for you if...

- ✓ You're exploring going solo, wondering if it's the right path, and **want to test the waters**—without the risk.
- ✓ You're already working for yourself but **struggle to clarify your offering, identify ideal clients, and communicate your value**.
- ✓ You **need a clear outreach plan** to build genuine client relationships and leverage your network effectively.
- ✓ You're looking to **establish financial stability** and secure work that aligns with your values.

Seed is not for you, if....

- ✗ You're focused on building a startup or scaling a larger business.
- ✗ You already have a well-defined service and a clear path to clients—in that case, Nurture is a better fit.
- ✗ You're unable to commit four hours a week to invest in yourself and your business.

Previous Seed cohorts: Participants typically bring 10+ years of experience, are primarily based in Europe and the US. Many have worked with leading companies like Google, IDEO, and other major brands.



What's Seed

Join a guided journey to gain clarity, launch your offer, and save yourself weeks of work.

Module one

At the end, you'll have a clear **business offering**, including an **ideal client profile**, and all the materials you need to refine your **website** and start targeted client outreach.

Module two

You'll leave with a clear **action plan for finding and attracting aligned opportunities, insights on pricing** your work, and strategies to **build strong client relationships**.

Module one

Define your compass

Identify your must-haves and guiding values to ensure your work is meaningful and aligned.

Leverage your strengths

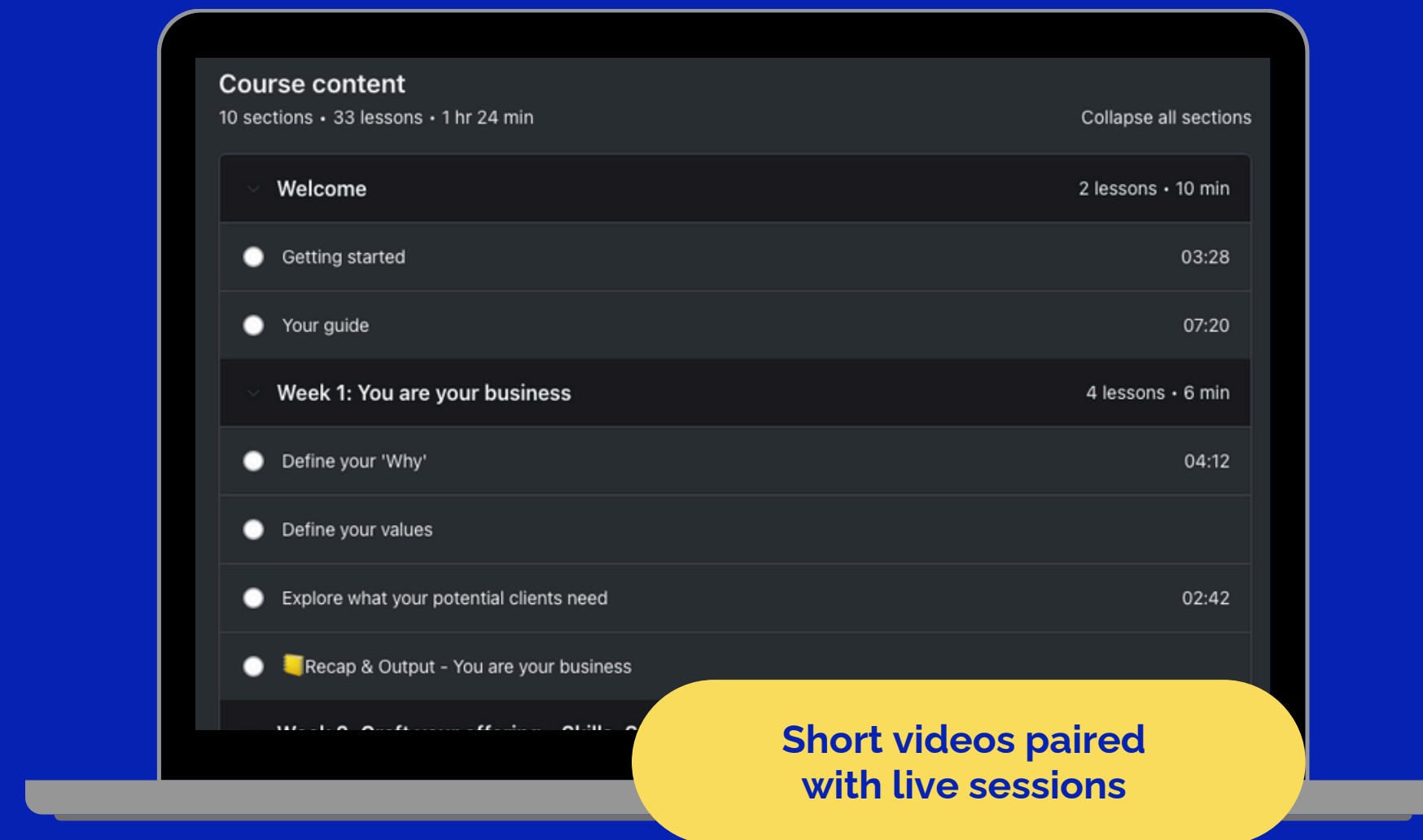
Highlight your unique skills and expertise to stand out in a crowded market.

Your ideal client

Understand who your ideal clients are, what they need, and how to clearly articulate the value you offer.

Shape your offering

Explore business models and pricing strategies that allow you to thrive financially.



**Exercises to help you review
your website & portfolio**

**Scripts & templates to save
you weeks of work**

Module two

Finding opportunities

Build an outreach plan to consistently attract and engage the right clients.

Marketing & Sales

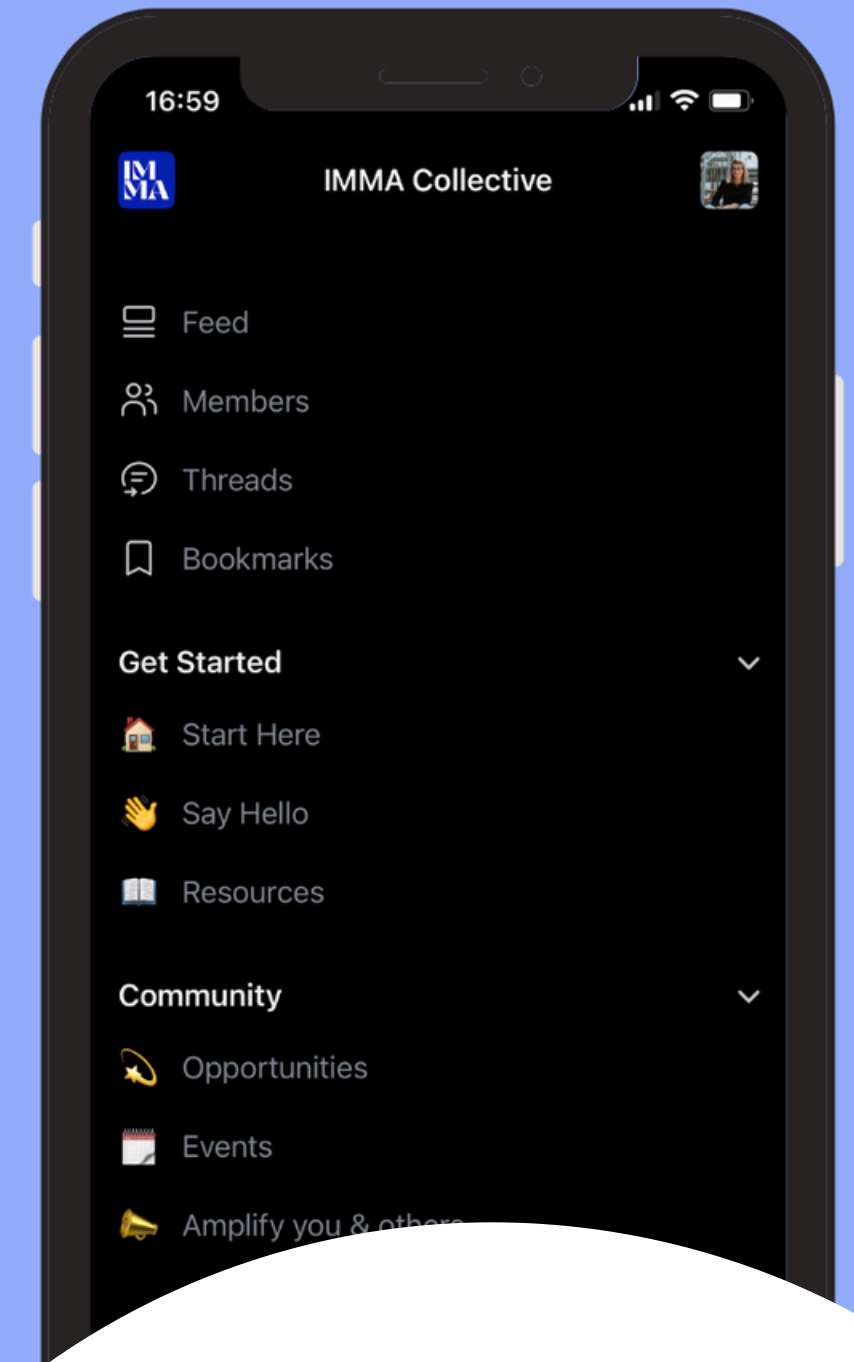
Focus on marketing strategies that work for you, and learn to turn interest into paid contracts.

Financial security

Set your rates confidently and ensure your income covers your needs, so you can worry less.

Working for yourself

Build strong client relationships while maintaining boundaries that protect your time and energy for long-term balance.



"Seed gave me community and invaluable knowledge on how to set up your business and level up your client work."

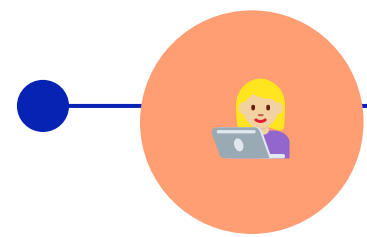


Eva Tkautz

Inclusive Product Designer - ex frog

How Seed is structured

In a small group of eight, you'll build your business through a series of real, actionable experiments. Seed is learning by doing—every exercise has a purpose and pushes your business forward.

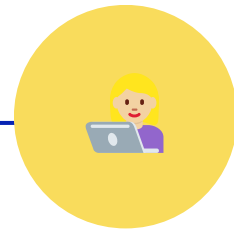


Live sessions

10 weekly, one-hour sessions on Tuesday 7-8 pm CET (January cohort).
If a second group is added, a Friday option (1-2 pm CET) will also be available.

Goal

- Work through exercises together
- Get feedback and advice

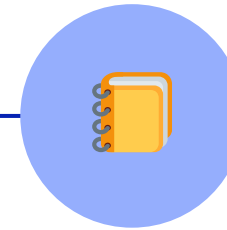


Office-hours

Bi-weekly office hours, plus two Clarity Circles (get feedback on your work in progress.)

Goal

- Get your questions answered and receive expert feedback and advice

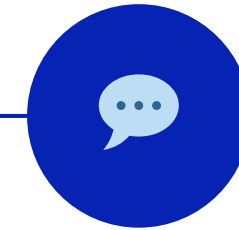


Self-paced learning

Short **videos**, paired with **Google & Notion templates** to guide you through the various experiments.

Goal

- Experiments to move you forward
- A resource library to save time and money.



Peer support

Curated introductions and two rounds of **accountability buddy matches** to work in pairs.

Goal

- Provide accountability to help you progress and expand your network

Events are in CET. [Click to convert to your local time.](#)

Live Sessions Overview **January - April Cohort** 12 weeks of support

All sessions are interactive, with exercises, Q&A, and feedback on your work.

They're recorded and take place **weekly on Tuesday from 7-8 pm CET**. [Click to convert to your local time.](#)

Tuesday, 21st of January

Kick-off

- Get to know each other & set yourself up for success.
- Identify key values and must-haves for your ideal business

Tuesday, 28th of January

Your Skills, Strengths, & Personal Brand

- Identify what you excel at and enjoy
- Explore your personal brand

Tuesday, 4th of February

Your Potential Clients & Market

- Understand the market
- Identify client needs and how you can meet them

Tuesday, 11th of February

Your Offering

- What problems are solving and how

Tuesday, 18th of February

Shape your offering

- Explore types of business models and their financial impact

Two weeks of break to move your experiments forward.

Tuesday, 11th of March

Finding Opportunities

- Strategies for reaching out to your ideal clients
- Create experiments & develop your personal Outreach Plan

Tuesday, 18th of March

Marketing & Sales

- Focus your marketing efforts effectively
- Navigate the sales process

Tuesday, 25th of March

Financial Security

- Build a financial safety net
- Define your value in the market & set your rates

Tuesday, 1st of April

Working for Yourself

- Establish rituals & systems for a better work-life balance
- Design an outstanding client experience

Tuesday, 8th of April

Check-out

- Review our progress
- Define next steps and strategies to maintain accountability.

Live Sessions Overview **February - June Slow Cohort** 19 weeks of support

All sessions are interactive, with exercises, Q&A, and feedback on your work. They're recorded and take place **bi-weekly on Friday from 1-2 pm CET**. [Click to convert to your local time.](#)

For those with packed schedules and no rush, this bi-weekly option extends to 19 weeks—offering a slower pace and longer support.

Friday, 14th of February

Kick-off

- Get to know each other & set yourself up for success.
- Identify key values and must-haves for your ideal business

Friday, 28th of February

Your Skills, Strengths, & Personal Brand

- Identify what you excel at and enjoy
- Explore your personal brand

Friday, 14th of March

Your Potential Clients & Market

- Understand the market
- Identify client needs and how you can meet them

Friday, 28th of March

Your Offering

- What problems are solving and how

Friday, 11th of April

Shape your offering

- Explore types of business models and their financial impact

Friday, 25th of April

Finding Opportunities

- Strategies for reaching out to your ideal clients
- Create experiments & develop your personal Outreach Plan

Friday, 9th of May

Marketing & Sales

- Focus your marketing efforts effectively
- Navigate the sales process

Friday, 23rd of May

Financial Security

- Build a financial safety net
- Define your value in the market & set your rates

Friday, 6th of June

Working for Yourself

- Establish rituals & systems for a better work-life balance
- Design an outstanding client experience

Friday, 20th of June

Check-out

- Review our progress
- Define next steps and strategies to maintain accountability.

What success looks like

Our repeatable process guides you step-by-step to build and launch your offer:

- You've crafted a **clear offering**, identified your **ideal client**, and developed a **go-to-market strategy** that communicates your value.
- You've created a **client acquisition pipeline**, set your **pricing** with confidence, and built strong relationships.
- You've connected with peers for ongoing **support and accountability**.
- Best of all, **you've avoided months of wasted effort** on the wrong business models.

"I landed my first retainer contract, in part due to the confidence given by the program's content"



Jeni
Behavioural Scientist,
Ex-Google

"In December 2023 I decided to begin a freelance career and before January has finished I have landed my first contract - one that you shared. Thank you so much"



Anna Hutchinson
Impact & Finance Consultant

Hear from some of our past participants

Real stories, real impact

"I got the structure, community support, collaboration and feedback I was looking for to hit the ground running. The business templates are super helpful and something I can always refer back to. Highly recommend!"



Sandra Wing, Design Strategist, ex-Shell

"Seed has been instrumental in helping me gain clarity on the next steps for my business. I highly recommend it to any solopreneurs searching for a supportive community – I feel like I've found mine!"



Selma Elouardighi,
Climate Adaptation Consultant

"It renewed my enthusiasm for my business. It's so important to get the basics right, I was trying to run before I could walk. Lilli really knows the intricacies of setting up as a solopreneur, she imparts so much useful advice.

I'm excited to get my business up and running now, before Seed I was confused and unsure, now I'm focused and ready to get started!"



**Caroline, Career Mentor
& Consultant** - ex-UBS

"It surpassed all my expectations. It's been truly insightful, but more than that, the level of collaboration at IMMA is unlike anything I've experienced before."



Martin Dinnage,
Innovation Consultant

Your Guide



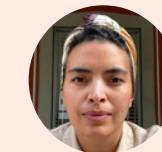
Lilli Graf

Lilli, founder of IMMA Collective and a **solo consultant** in climate adaptation and resilience, started as a freelancer facing typical challenges of limited resources and connections.

She grew her practice into a **six-figure, globally-reaching consultancy with the freedom to work from anywhere.**

With over 35 projects and extensive experience in running workshops and teaching since 2015, **Lilli excels in demystifying complex concepts** and fast-tracking professional development.

"Lilli's super helpful knowledge is presented in a very mindful and easy-to-understand way. I have gained so much insight on how to define my vision, value and offering, on how to get in touch with clients and so much more. Without Seed, I would not have gotten that far in such a short time."



**Anna, Financial Coach,
Co-Founder School of Unlearning**

"I'm blown away by all of materials and workbook. You are so warm, organized, generous and engaging. Loving this program so far it's just what I needed."



**Sara Frisk,
Strategy Leader ex-IDEO**

What we believe

We believe in a different way of doing business—one where small is beautiful, where we each define our own 'enough,' and where we nurture ourselves, others, and the world around us.



A business is a garden, not a machine

Businesses have seasons.
Some things grow quickly, others need time.
This view invites patience and balance.



Building a solo business together creates resilience

When you can launch and sell your own offering, you're empowered to design your life. You become antifragile and free from reactive job-seeking.



Building a business is a series of experiments

When you *are* the business, fear of failure can be paralyzing. Treating each step as an experiment allows you to iteratively learn what works and what doesn't.



Doing good and making money can go together

Impact work can come with budget constraints, but with creativity, we can design business models that sustain both purpose and profit.

Ready to invest in yourself and your business?

Want the guarantee
of finding a client?

Ask yourself,

- Am I ready to commit to a program that demands real work to achieve real results?
- Do I crave clarity and purpose in my work?
- Am I willing to show up, not just for the sessions, but for myself and for others?

Continue reading



If the answer is "yes," you've found the right place.

Choose your journey:

January cohort

21.01 - 08.04.2025

12 weeks of support

€1.200*

[Click here to secure
your spot now!](#)

February cohort

14.02 - 20.06.2025

19 weeks of support

€1.900*

[Click here to secure
your spot now!](#)



Bonus: 2 months of access to the [Nurture](#) community of experienced independents, for continued support (valued at €120).

**you can pay in interest-free installments with Klarna*

Don't want to wait for the next cohort?

Prefer personalized, one-to-one guidance and hands-on support?

Over three months, we'll work together to bring your offer to market. And if securing your first client takes longer, we'll keep supporting you until you succeed. We'll adapt to your unique journey, but here's the path we'll follow:



Define your offer

We'll shape an offer that aligns with your values and responds to the market's needs. Together, we'll prototype a business model that's financially sustainable.



Go-to-Market Strategy

Craft a focused plan to reach your ideal clients. We'll set up a business development system to build a steady, reliable pipeline.



Land your first client

From outreach to proposals to closing, we're by your side. The goal: empowering you to land clients independently, without needing us in the future.

An investment designed to pay for itself

This beta offer is open to **just two people**, by joining now you secure extra support at this exclusive rate: **€5,000*** for three months of daily, hands-on support—as if you had a team working with and for you—plus full 6-month access to the [Nurture](#) community of experienced independents.

**Flexible payment plans available.*



The results: Christina's story

We started working with Christina in April 2024.
Within 3 months, we secured an €8k engagement with a B-Corp to test and refine her offering, which focused on bringing reflective practices into organisations to build adaptive capacities.

Regardless of where you are in building a consulting business, Lilli is the ideal co-pilot to help you land big ideas in tangible ways. She translates complexity with ease, bringing clarity, insights, and a thoughtful approach to stress-test your offer.

Lilli takes you on a journey that ultimately saves you time and energy. It's a no-brainer - and - you will get a lot of joy out of the process."

Cristina Clark - Founder of Workculturati



Us having breakfast in Paris 🍷

Want to explore if working together
would be the right fit?

[Book a discovery call](#)