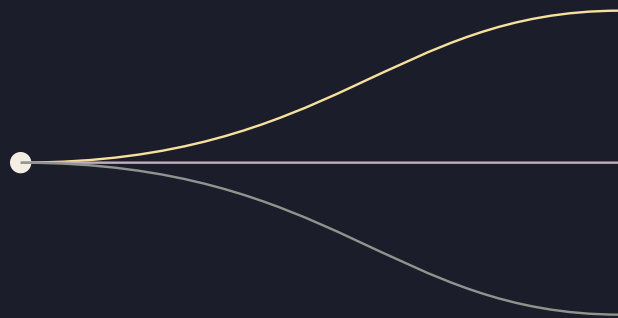


I help solopreneurs and
small teams see new
possibilities in their business
and work out what to do next.

What if there's another way?

Your situation

A product to develop,
a business that needs focus,
an idea you struggle to explain.



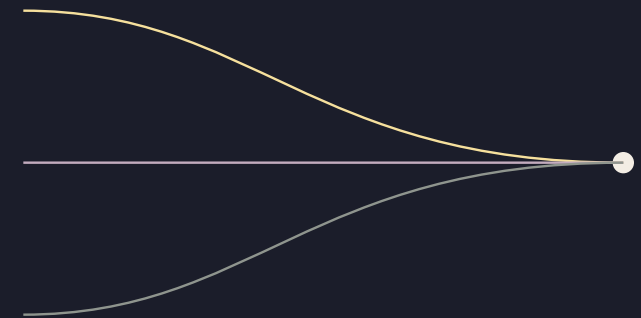
What are we assuming?

What else could work?

What is worth testing?

Your next move

A clearer view of your options
and a next step worth testing.



I ask questions, challenge what doesn't add up and share possibilities you may not have considered.
Together, we look at what you're building, how you explain it and what makes sense to do next.

I'm curious about what happens next.

My experience comes from building my own businesses and helping others develop theirs. That has taken me from physical products to digital services and into new markets. I’m used to walking into unfamiliar territory and finding a way forward.

I’ve lived and worked in Colombia, Spain and Sweden. Moving between those places has meant learning how to start again, find the right people and make things happen in unfamiliar markets.



Carlos Perdomo

English / Swedish / Spanish / Catalan

A few of the things I’ve done

Founded LIVINE

A drinks brand in Sweden, acquired by Löffbergs in 2017.

Created KAPSU

My own project for a reusable bottle and fibre-based beverage capsule.

Opened Spain for Ztory

A Swedish reading app. Secured telecom distribution and publishing agreements.

Advised Verida

Engineering software. Worked on its name, brand and commercial direction.

How I work with people.

Years of building businesses and a long, deep personal journey have shaped the way I work. They influence how I listen, what I notice and the questions I ask. I know how personal it can feel when something you've put so much of yourself into is being questioned.

In his words

“He will find holes in your business model and your speech, and he will help you refine both.”

Anders · Human

Let's talk about what you're working on.

An idea to explore

A product to rethink

A decision to make

A new market

Hard to explain

What's next?

We start with one conversation about your situation and work towards a clearer view of your options and a next step to try.

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