



**My 5Ps of life
by Marius Klein**

A man with a beard, wearing a red beanie and a black hoodie, is sitting on dark rocks in a mountainous, rocky landscape. He is looking towards the camera with a slight smile. In the background, another person wearing a light-colored cap is partially visible. The scene is outdoors with sparse vegetation and a clear sky.

HELLO!

I am Marius Klein

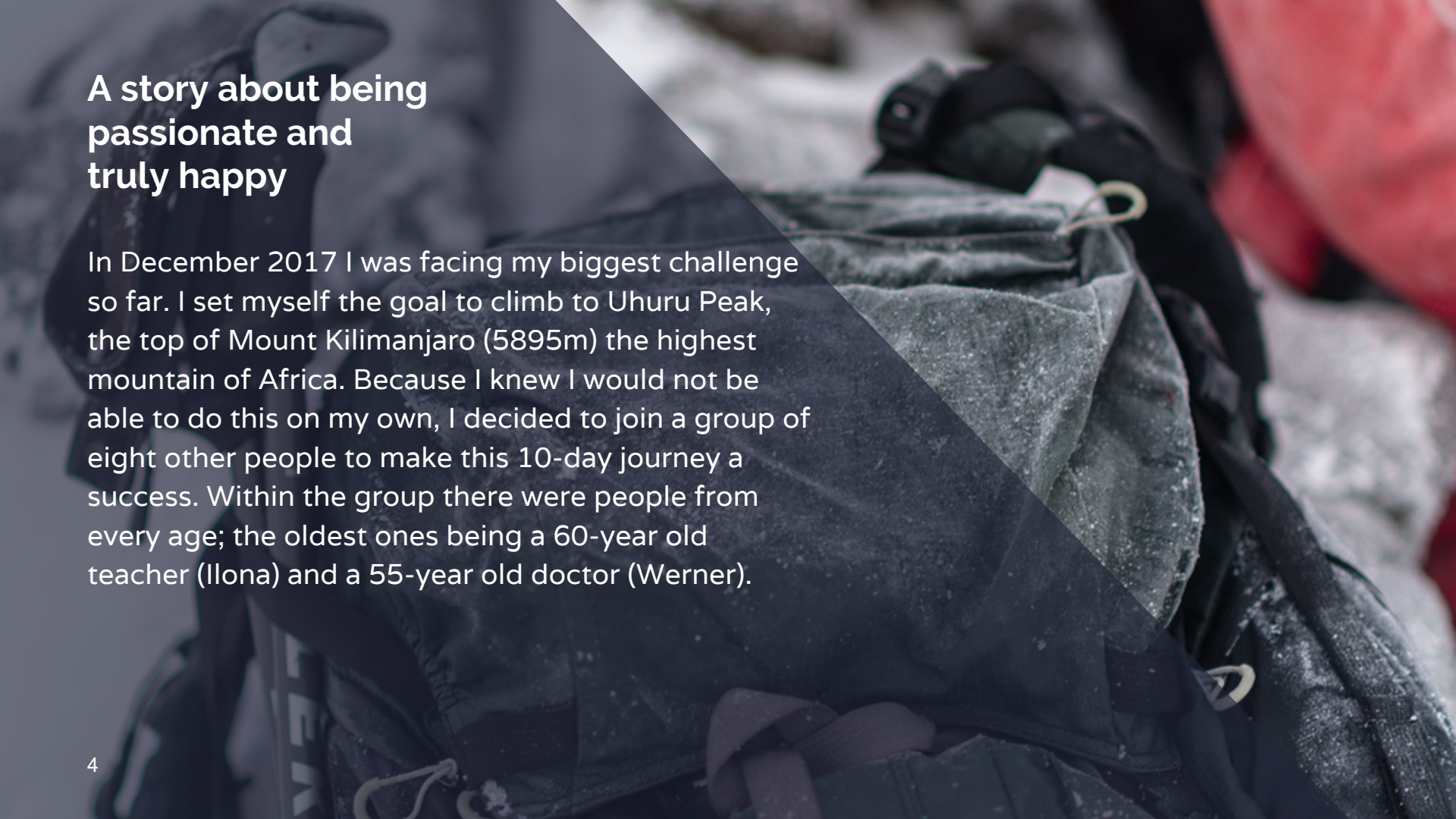
I am here to tell you all about
what I truly want to achieve in my
life.

This is a story about my purpose
in life!

A photograph of two men on bicycles in a rural landscape. The man on the left is wearing a red t-shirt and blue shorts, smiling at the camera. The man on the right is wearing a white t-shirt, black shorts, and sunglasses, leaning forward on his bike. They are positioned next to a large, light-colored stone pillar. The background features a golden field, a line of trees, and a cloudy sky. A dark diagonal shape is overlaid on the left side of the image.

PASSION

It's all about achieving more in a team
than every single one of us ever
individually could!



A story about being passionate and truly happy

In December 2017 I was facing my biggest challenge so far. I set myself the goal to climb to Uhuru Peak, the top of Mount Kilimanjaro (5895m) the highest mountain of Africa. Because I knew I would not be able to do this on my own, I decided to join a group of eight other people to make this 10-day journey a success. Within the group there were people from every age; the oldest ones being a 60-year old teacher (Ilona) and a 55-year old doctor (Werner).

A story about being passionate and truly happy

After the the first three days we were able to climb up to around 4000m. From this point on the air was continually becoming thinner and the first few people were starting to feel the thin air. The hike up to the "summit day" were relatively easy and did not really provide a challenge for most of the group as we all were more or less prepared for the challenge we faced.



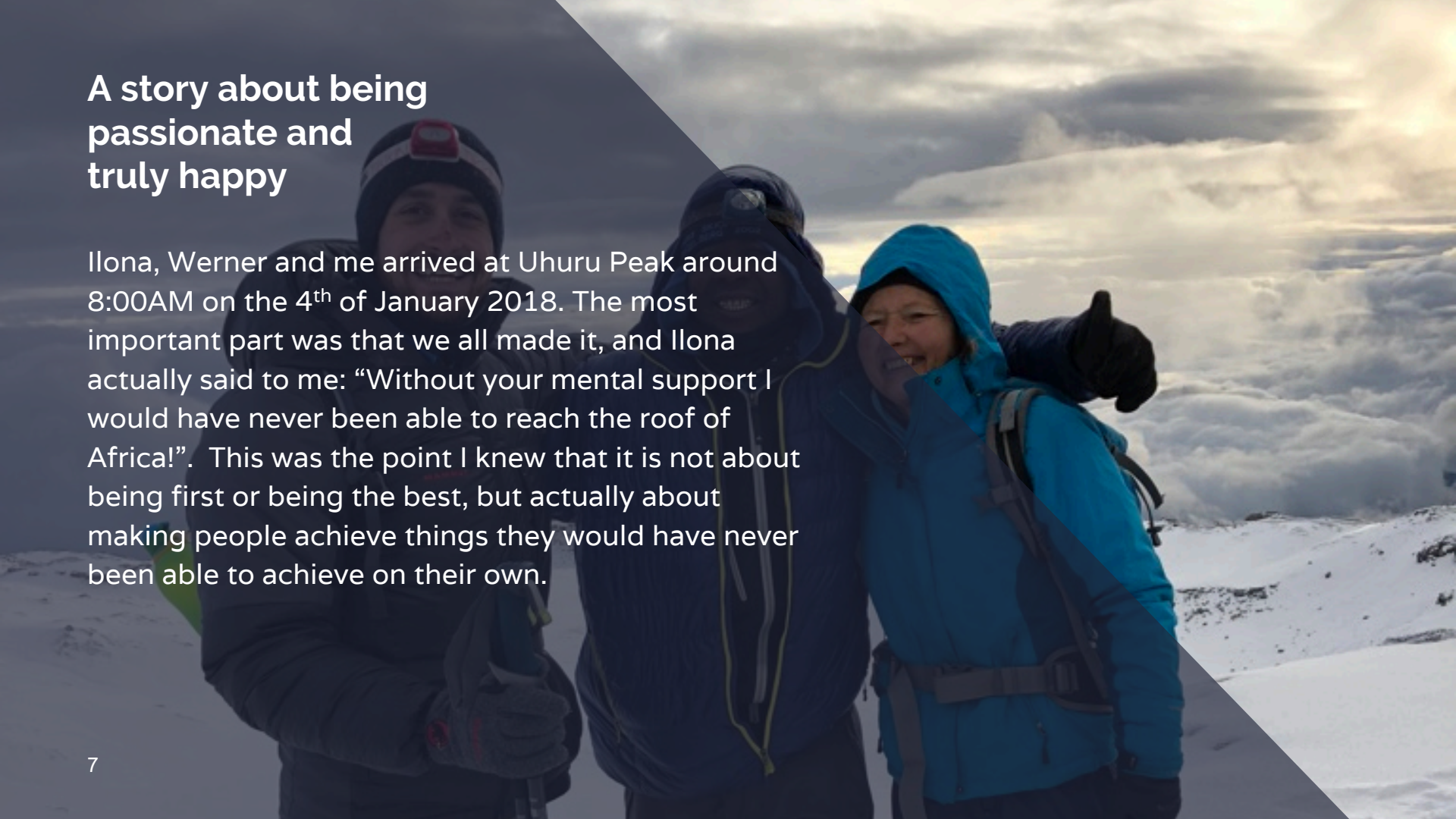
A story about being passionate and truly happy


The “summit day” started with a climb up to Gilman’s Point – a climb of 800m on a distance of only around 1000m. This is where the two oldest of the group were suddenly starting to experience some serious problems with their stamina and mostly their willpower. It came so far that they were seriously thinking about quitting their ascent to the roof of Africa. The rest of us decided to move ahead willing to leave them behind; as they wanted to capture the beauty of the peak in the best light. Me, however, I did not leave them behind. I decided to stay with them, going slower than I would normally want to and keep on pushing and motivating them.



A story about being passionate and truly happy

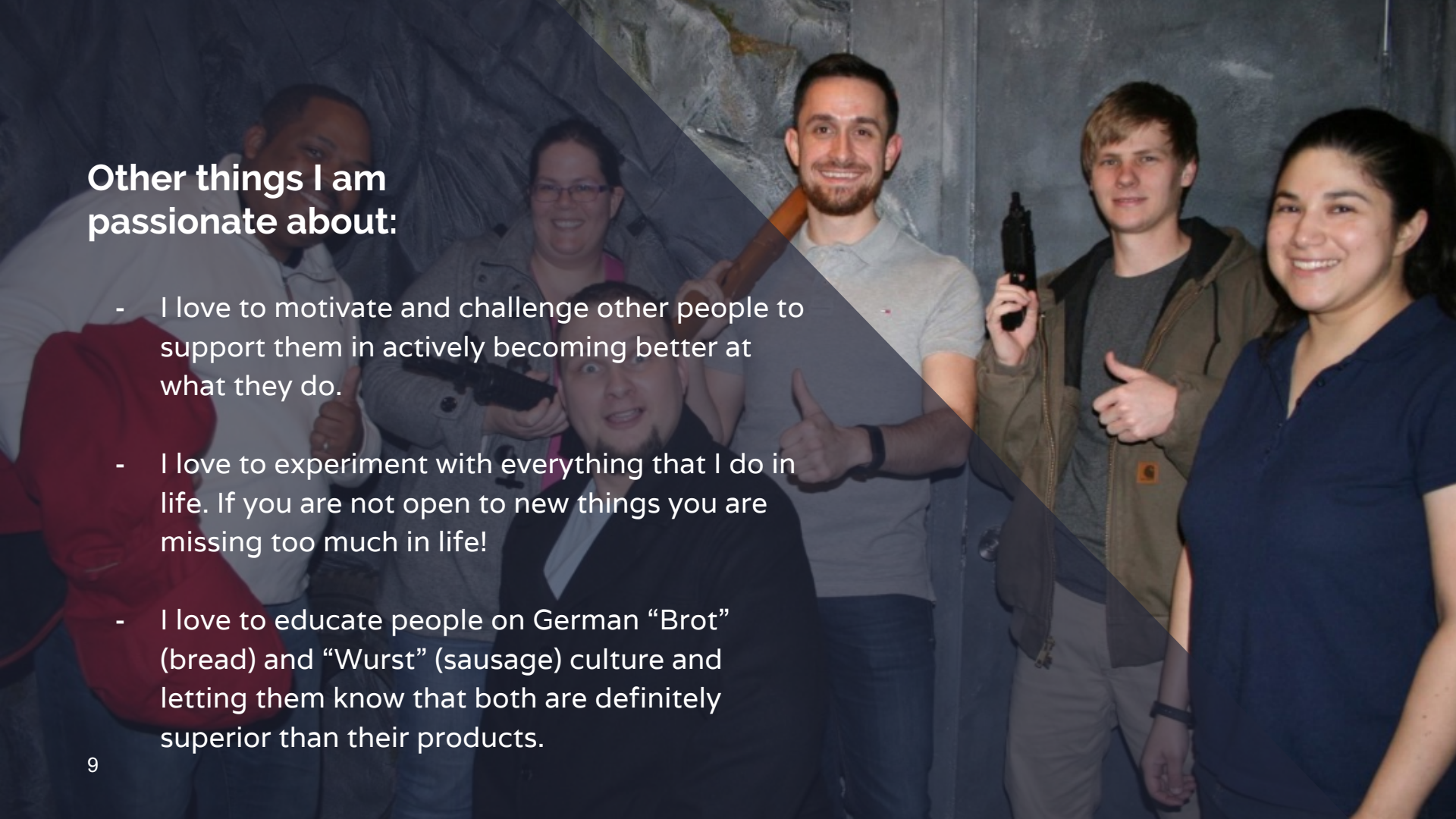
Ilona, Werner and me arrived at Uhuru Peak around 8:00AM on the 4th of January 2018. The most important part was that we all made it, and Ilona actually said to me: “Without your mental support I would have never been able to reach the roof of Africa!”. This was the point I knew that it is not about being first or being the best, but actually about making people achieve things they would have never been able to achieve on their own.



A group of men in green soccer jerseys are celebrating on a field. They are holding a Mexican flag and a trophy. One man is lying on the ground in the foreground, wearing a green jersey and yellow socks. The background shows a soccer goal and trees.

Other things I am passionate about:

- I love to hike alone to reflect on everything – and with company to share the experiences made along the journey.
- I love to freshly cook and bake, and spread joy through serving this to others.
- I love to play football to be part of a team that can achieve more than the single parts of it ever could.



Other things I am passionate about:

- I love to motivate and challenge other people to support them in actively becoming better at what they do.
- I love to experiment with everything that I do in life. If you are not open to new things you are missing too much in life!
- I love to educate people on German “Brot” (bread) and “Wurst” (sausage) culture and letting them know that both are definitely superior than their products.



PURPOSE

Create an opportunity for young German craftsmen to live the American dream and improve the life quality in the communities through giving.

How to achieve my purpose

Within 2 Years (2020):

Graduate from NUCB with an MBA degree and apply all learned frameworks etc. on the business idea. Start with first market research and identify all costs and legal requirements to start a food business in the USA.

Within 3 Years (2021):

Cooperating with the IHK (industry and craftsman guild) in Germany to actively win a young German artisanal baker and a butcher to support the business idea. Market entry in the USA with a line-up of an artisanal German bakery, artisanal German butchery and a food truck to server German-style BBQ.



How to achieve my purpose


Within 5 Years (2023):

Becoming the number one artisanal bakery and butchery in the area (wherever we will start the business) and provide value to the community with charity (e.g. provide unsold bread and sausages to homeless and needy people).

Within 10 Years (2028):

Actively working together with German IHK (industry and craftsman guild) to recruit further young talent looking to go to the USA and start their own business. Expanding current operations into different markets in the USA – effectively starting a franchise business.





How to achieve my purpose

Within 20 Years (2038):

Having built the most successful German food franchise business in the USA and continuing to providing young German professionals with opportunities in the USA. At the same time revolutionizing the American apprenticeship system for bakers and butchers and being active in every community that our stores are located helping those most in need of help!

Rejected purposes

Becoming a hiking guide

I thought about becoming a guide for hiking tours as I obviously love to hike and spend time in the nature. However, I find it too difficult to really focus on only one destination to become a guide in.

Creating an Empire

I thought about making the creation of a food empire my purpose, but then again I would lose sight of the fact that I actually want to provide an opportunity to people. Something that they would not have been able to achieve otherwise.



PLAN

“A goal without a plan is just a wish!”

- Antoine de Saint-Exupéry

What to do next to achieve my purpose?

Contact IHK

I initiated contact with IHK already. Waiting on response.

Search for mentors

Many people have tried something similar. I want to find both successful and unsuccessful people to learn from them – checking on LinkedIn and via IHK.

Set-up Business Plan

After the Business Plan class with Nigel in early May I will have finished the Business Plan for my idea.

NOT IMPROVING NOT TO TARGET

IMPROVING BUT NOT TO TARGET

TO TARGET.

What to do after that to achieve my purpose?

Apply classes to business idea

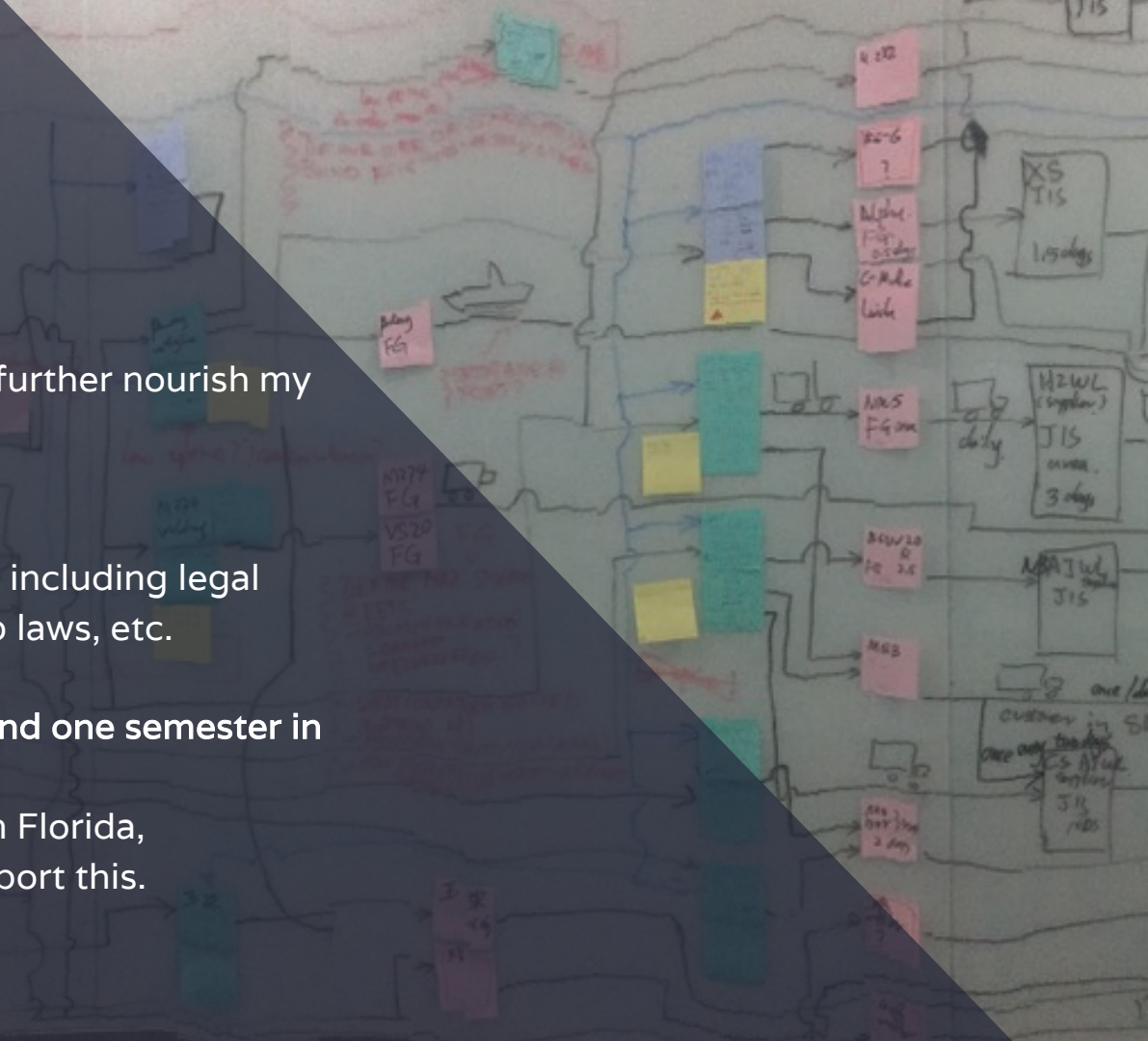
Use everything I learn at NUCB to further nourish my business idea and fill it with life.

Further research US market

In-depth analysis of the US market including legal requirements for entering, start-up laws, etc.

Using Graduate Exchange to spend one semester in USA

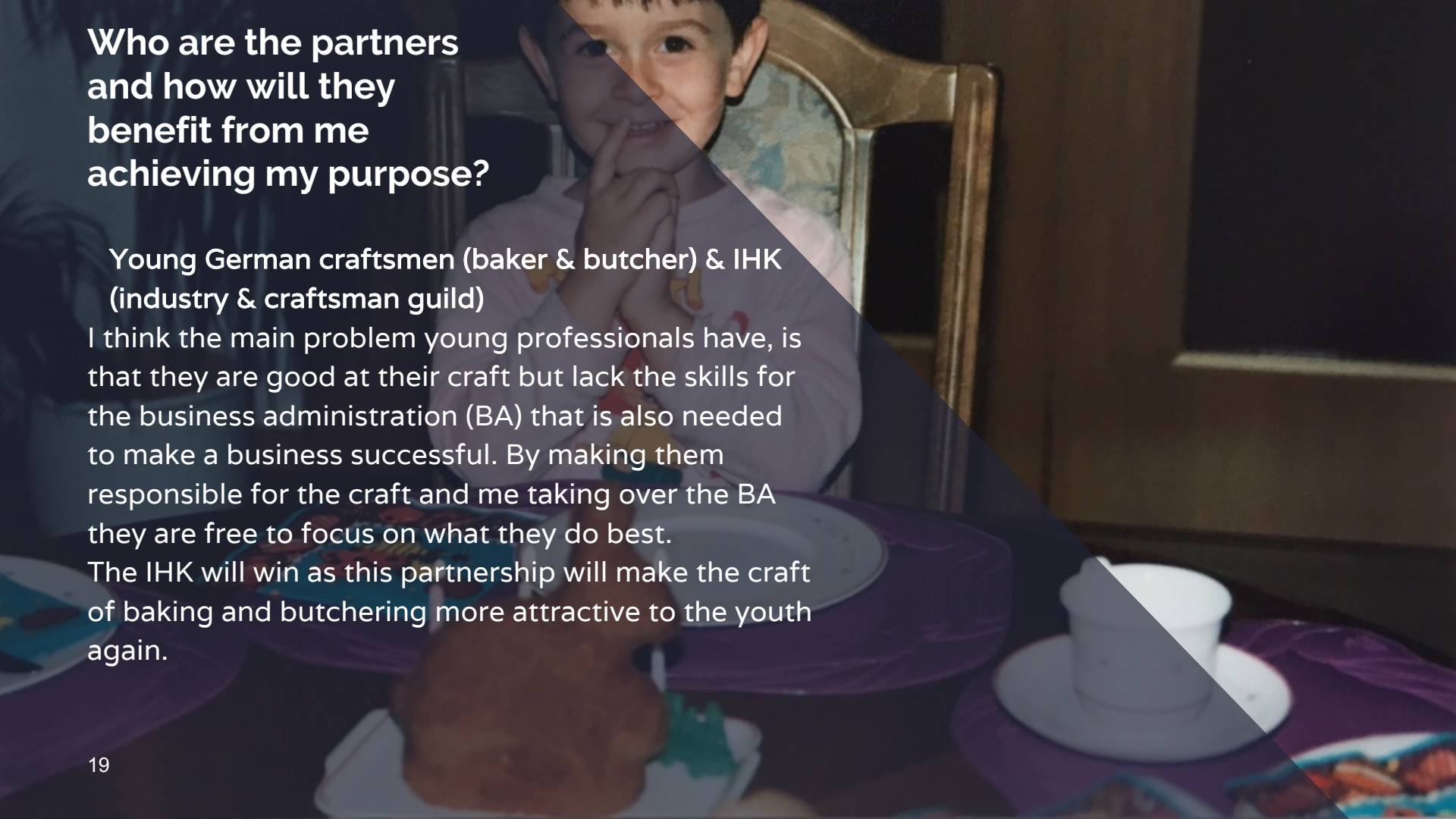
Spend the spring semester 2019 in Florida, contacting Leonard and co. to support this.



A photograph of three men standing outdoors in a scenic, hilly area. The man on the left is wearing a light-colored short-sleeved shirt and a dark tie, with his arms crossed. The man in the middle is wearing a dark suit jacket, a white shirt, and a light-colored tie, also with his arms crossed. The man on the right is wearing a dark suit jacket, a white shirt, and a light-colored tie, with a boutonniere on his lapel and his arms crossed. The background shows a stone wall and lush greenery.

PARTNERS

Identifying those that I want to provide a chance to and those that can provide me with a chance.

A young boy with dark hair is sitting at a table covered with a purple tablecloth. He is looking towards the camera with a thoughtful expression, his hands clasped together near his chin. The table in front of him has several plates of food, including what appears to be a large cake or bread. The background is slightly blurred, showing a wooden chair and a window.

Who are the partners and how will they benefit from me achieving my purpose?

Young German craftsmen (baker & butcher) & IHK (industry & craftsman guild)

I think the main problem young professionals have, is that they are good at their craft but lack the skills for the business administration (BA) that is also needed to make a business successful. By making them responsible for the craft and me taking over the BA they are free to focus on what they do best.

The IHK will win as this partnership will make the craft of baking and butchering more attractive to the youth again.

Who are the partners and how will they benefit from me achieving my purpose?

Communities & people

By providing the unsold goods to the needy people in the communities a better life for everybody in those communities will be guaranteed.

Investors (my family + maybe external investors)

This is an obvious one, as usual investors will win when a company wins.




Who are the partners and how will they help me to achieve my purpose?

Young German craftsmen (baker & butcher) & IHK (industry & craftsman guild)

Given that I want to open a bakery and butchery along with my food truck, I need quality products. I myself have not the capabilities nor knowledge to create the quality of food that I envision and thus I need highly qualified craftsmen as partners to achieve my purpose.

The IHK is the place that controls the apprenticeships in Germany and thus is one of the main partners to identify and recruit the craftsmen that I need as partners.



A photograph of a woman with dark hair, seen from the back, washing a young child's hands in a white sink. The child is wearing a red and black plaid shirt. The background consists of light-colored square tiles. A white toilet with a grey seat is visible to the right. The image is partially obscured by a dark diagonal overlay on the left side.

Who are the partners and how will they help me to achieve my purpose?

Communities & people

Through making food available to those that are in need of it a positive brand image will be generated. The communities and people are most important as customers as well as means of marketing.

Investors (my family + maybe external investors)

Investors will help me by providing the equity that is needed to start-up this food business.

How to stay motivated and keep at it?

Daily reminder

A tool I use to remind myself of the tasks that need to be done on a regular basis but I always kind of seemed to skip over is an app called “Productive – Habit Tracker”. Since using the app I have become way better in doing mundane tasks and focusing on little things that added up bring me towards the great goal (e.g. reminder to do sports every 2 days).



How to stay motivated and keep at it?


Weekly to-do-list

I will start using a visual board to manage what needs to be done and what needs to be done next. Just like a Kanban board used by Toyota to schedule production, I will be using such a board to only have one task to focus on and keeping the other tasks in a parking lot until the current task is finished.

Monthly tracking

I will be using a visual tracking for actions that need to be done and track whether they have been finished or not. Using the PDCA approach will make both my planning as well as my execution better.



A man in a red t-shirt is grilling sausages on a large outdoor grill on a patio. The patio is paved with reddish-brown bricks and has a green plastic chair and a table with plates and glasses. In the background, there are houses, trees, and green hills under a clear sky. The text is overlaid on the left side of the image.

**Don't let "Curry
Mike" only remain
an idea.
Live the dream your
farther had and
enable him to
achieve his dream
by joining you on
the road!**