- *What is the startup toolkit?*

  The toolkit is a collection of learning materials useful for developing the contents of your idea.

- *What do I find in the toolkit?*

  1) The list of internal Mentor contacts, Enel colleagues willing to provide you with support, suggestions and feedback. You can contact them by phone and/or email depending on their availability;

  2) Pills on the main Startup world methodologies and techniques;

  3) The templates required to fill in the application form of the Journey you chose.

- *What is the difference between a startup and a "traditional" company?*

  See the "Defining Startups" document.

- *Why are large companies getting closer and closer to Startup Business?*

  "Why Innovation" will tell you some success stories about business innovation.

- *In which direction are technological innovations moving?*

  Discover all the "Tech Trends" that will revolutionize the near future.

- *How to identify the customer's real need and turn it into an effective solution?*

  Discover the world of "Design Thinking" in the related document.

- *How to move from an idea to a profitable "machine"?*

  The "Lean Startup Methodology" was born for this, so read more about it in the corresponding document.

- *How to develop creativity?*

  Try the "Idea Generation" techniques.

- *How to understand who potential customers are and what they think?*

  It's time to approach "Customer Discovery".

- *How to understand who the possible competitors are?*

  You can find out in the "Competitor Analysis" document.

- *What is the most efficient way to develop and grow a new business?*

  "Growth Hacking" will explain it to you.

- *How do I get the budget to develop an idea?*

  Find out in the "Fundraising & Pitching" Document.

You will find further ideas and suggestions by watching videos of the best experts in the "Video Coaching from Y-combinator" document.

Finally:

- *Do you want to plan and record interviews with your customers?*

  Then you have to use the "Javelin Board".

- *Do you want to identify your customers' archetypes?*

  You need "Empathy Maps".