

You're invited ...



The Flourishing Startup Method Webinar

A flourishing organization is one that enhances the integrity, beauty, and regenerative capacity of the whole living community it touches.

Michelle Holliday

We cannot create something truly new while old models, mindsets, and paradigms still quietly shape what we build. At Flourishing Startups, we believe we need a new north star for business, the courage to notice what we carry from the old ground, and new language to make some different choices towards our futures.

The Flourishing Startup Method (FSM) emerged over ten years ago out of research and practice applying Lean Startup and Design Thinking. While it keeps the discipline of learning from the world, it widens the context of our learning. It brings together the founder's values, flourishing futures, full context-based social and ecological science, and a deep orientation towards co-designing business models.

FSM is a repatterning map. It surfaces the inherited assumptions baked into how we think about business, and creates the conditions to design from a place of deeper responsibility to all life, community, and our shared planet.

Since emerging in 2014 it has informed programmes supporting more than 14,000 startups across 22 countries.

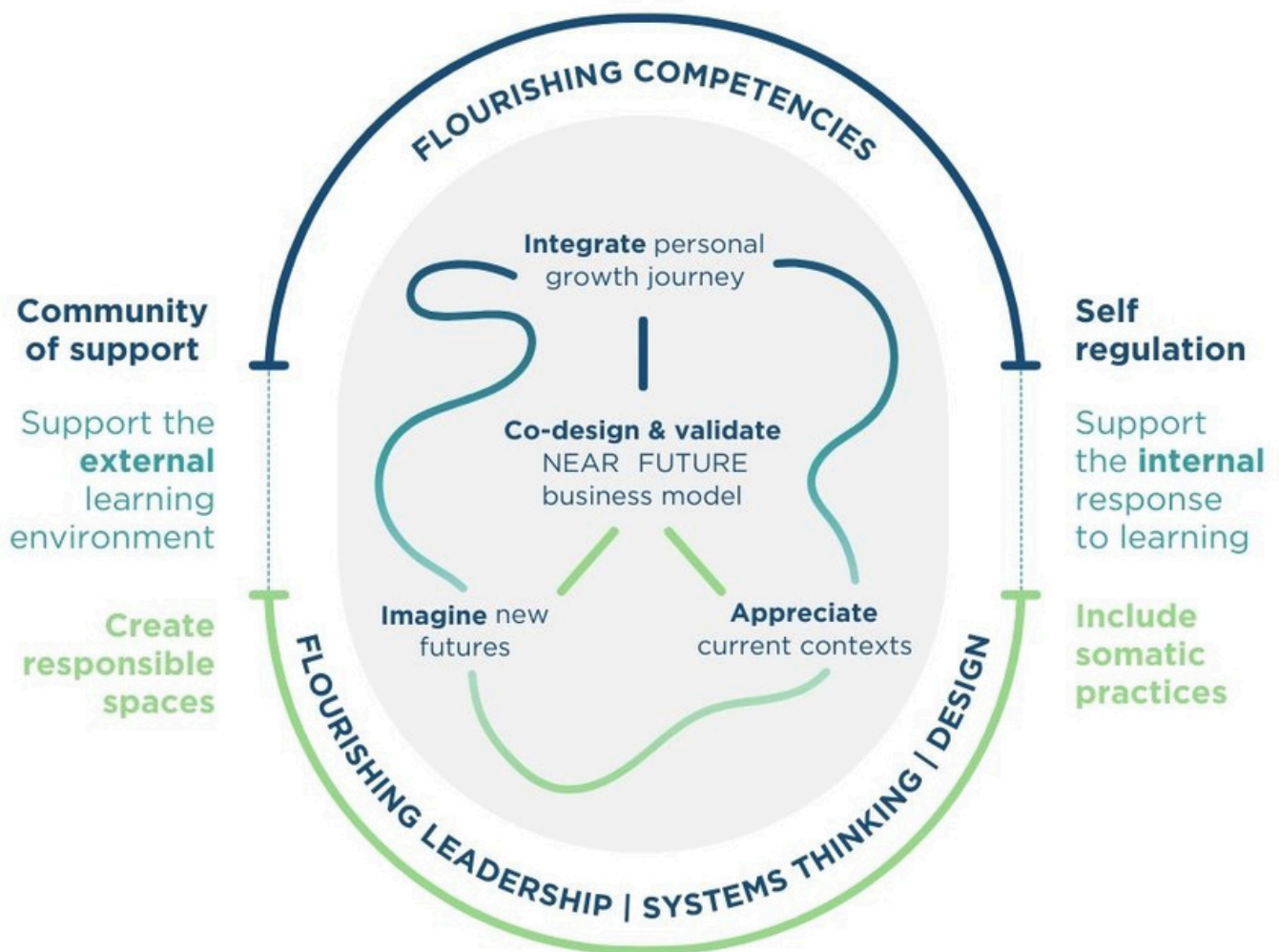
Join us

Entrepreneurs: journey through FSM to notice where you're already working in alignment with flourishing, where old patterns still hold on, and what questions might guide you towards a business model for the future you want to help co-design.

Entrepreneurial coaches, mentors and facilitators: Explore how FSM builds on the Lean Startup, Design Thinking and business model tools you already use, and how it has been woven into accelerators and incubation programs.

Researchers and educators: Discover the findings behind the method, from our peer-reviewed study ([Journal of Business Models, 2025](#)), and our forthcoming book chapters in *Transforming Business and Education for Flourishing* (Routledge, 2027) and *Reimagining Global Progress: Evaluating the Prospects of the Global Flourishing Goals* (Bloomsbury, 2027).

FLOURISHING STARTUP METHOD



Upcoming dates...

October 20, 2026

10:30am-12:00am EDT • 2:30pm-4:00pm UTC

To register please click [here](#)

November 26, 2026 **Asia Pacific**

8:00am-9:30am (00:00 UTC +8)
/ November 25, 2026 • 19:00-20:30pm EDT

To register please click [here](#)

December 7, 2026

10:30am-12:00am EDT • 3:30pm-5:00pm UTC

To register please click [here](#)

January 19, 2027

10:30am-12:00am EDT • 3:30pm-5:00pm UTC

To register please click [here](#)

February 23, 2027

10:30am-12:00am EDT • 3:30pm-5:00pm UTC

To register please click [here](#)

March 11, 2026 **Asia Pacific**

8:00am-9:30am (00:00 UTC +8)
/ March 10, 2026 • 19:00-20:30pm EDT

To register please click [here](#)