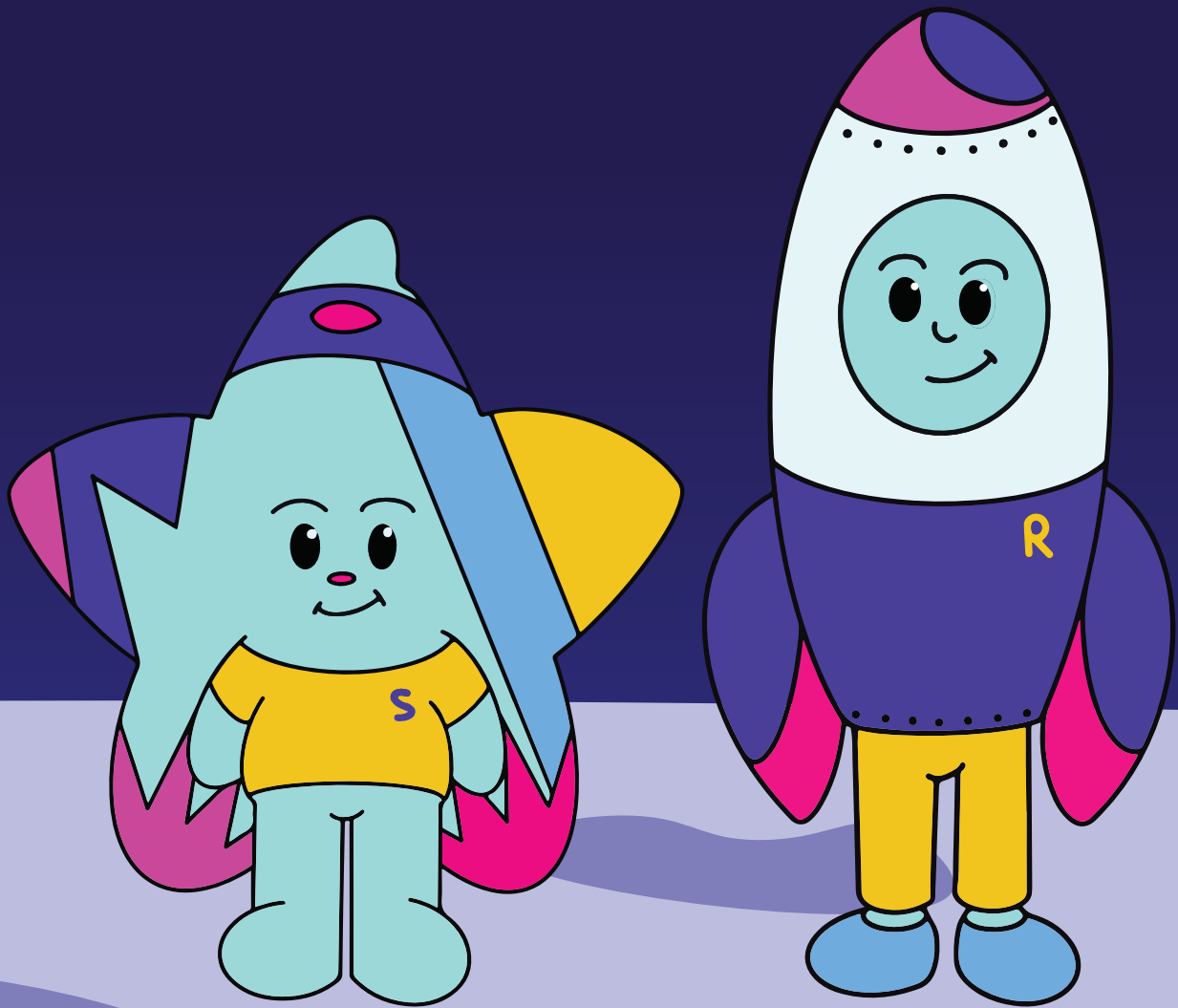


# Stella & Ricky

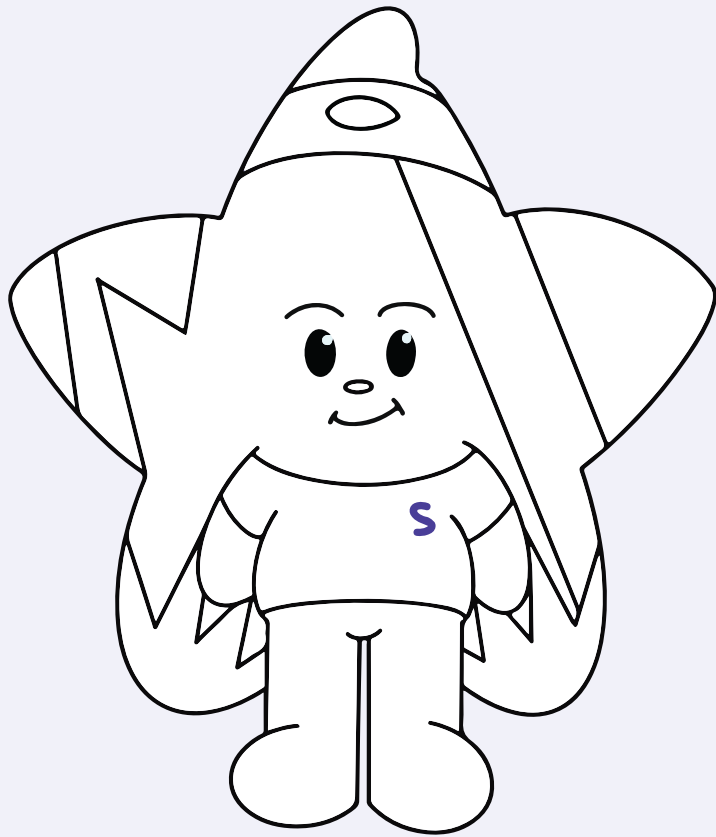
A wonderful adventure



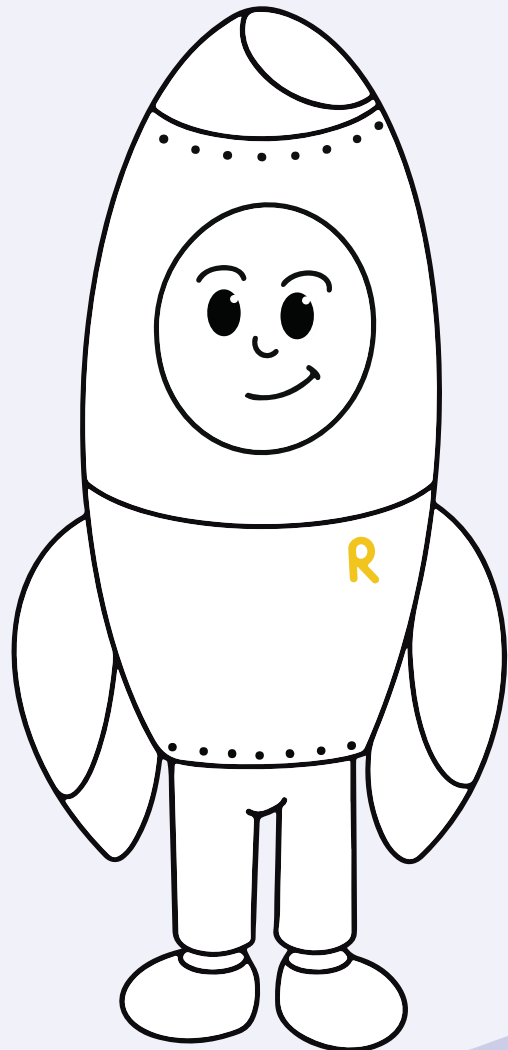


Written by **Maria Farrugia**  
Illustrated by **Chalise Bugeja**

Hi, I am  
**Stella**  
the star



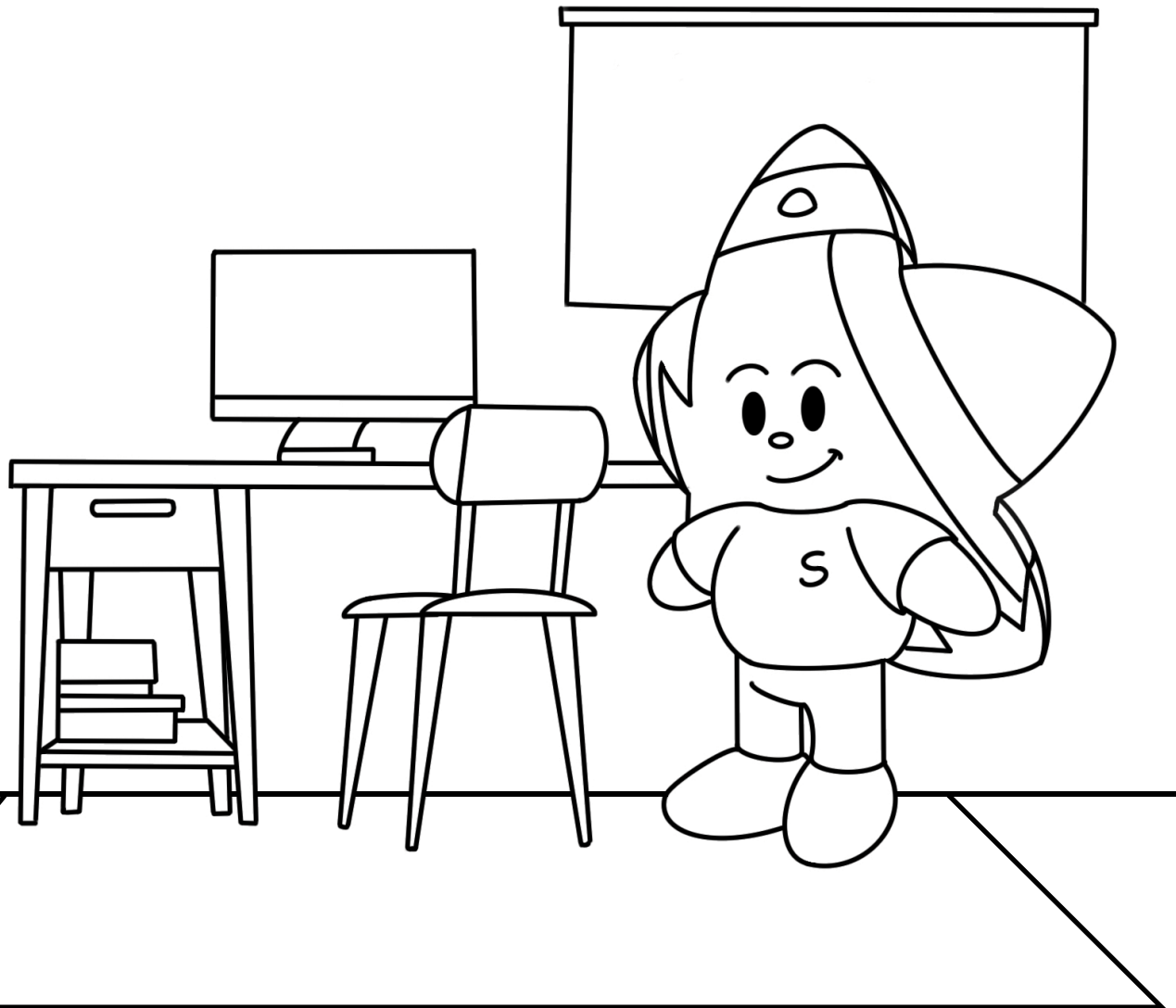
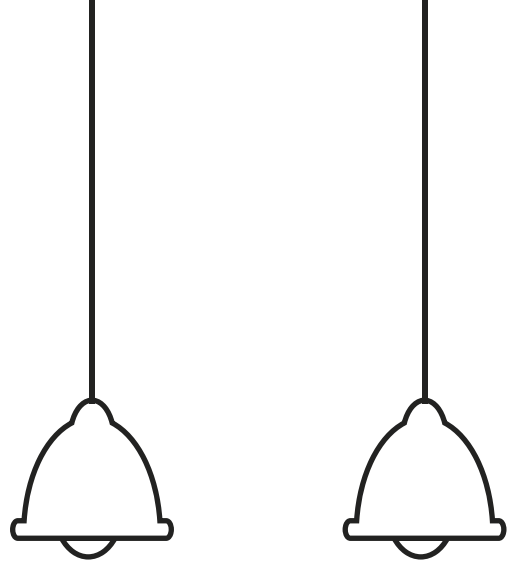
and I am  
**Ricky**  
the rocket



# STELLA HAS A START UP

## What's a Start Up?

A startup is a new business or company that is just starting to make products or services to a group of people.



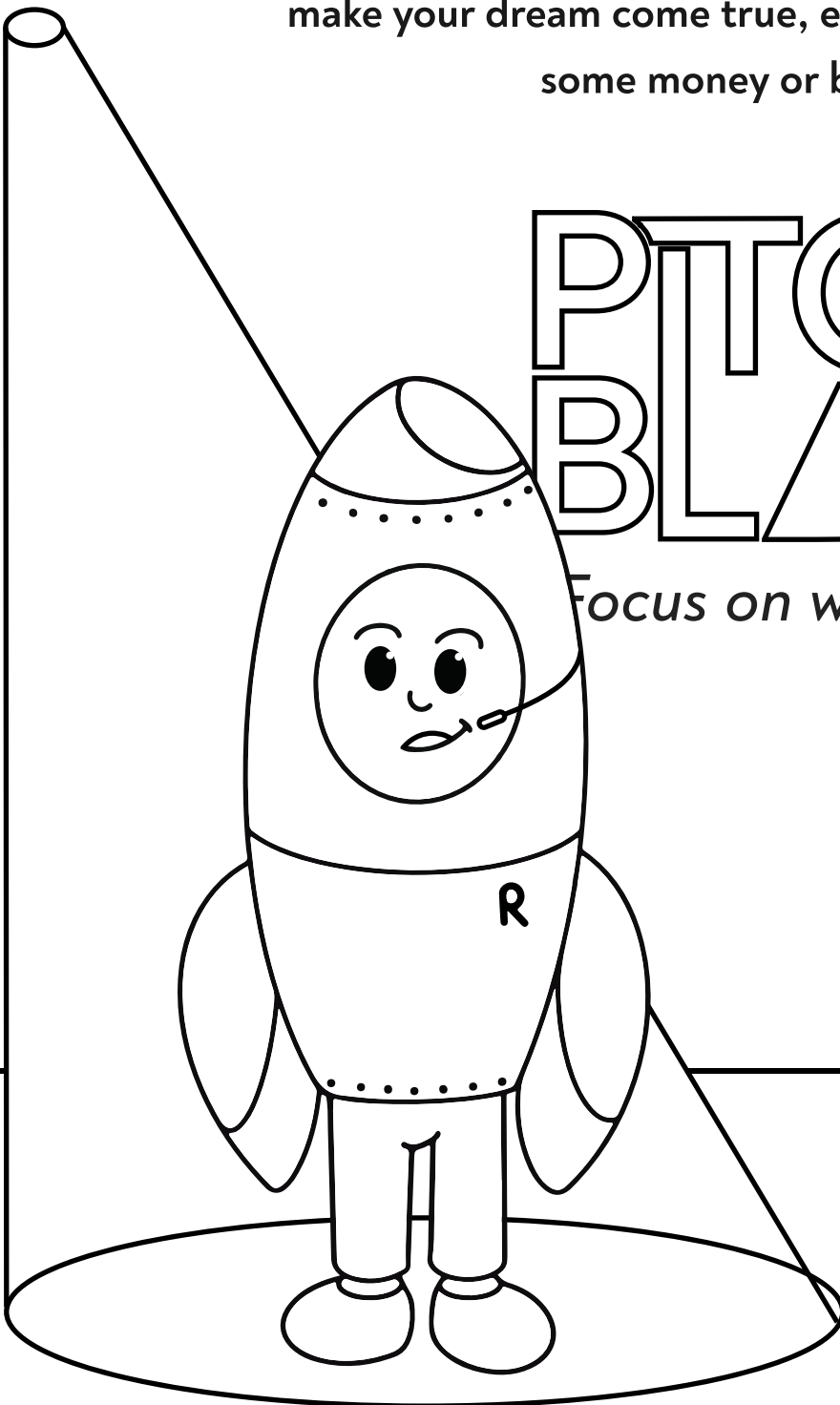
# RICKY IS PITCHING HIS IDEA

## What is Pitching?

Pitching is like sharing your favourite story. You tell others about your company and how they can help make your dream come true, either by giving you some money or by helping you out.

PITCH  
BLACK

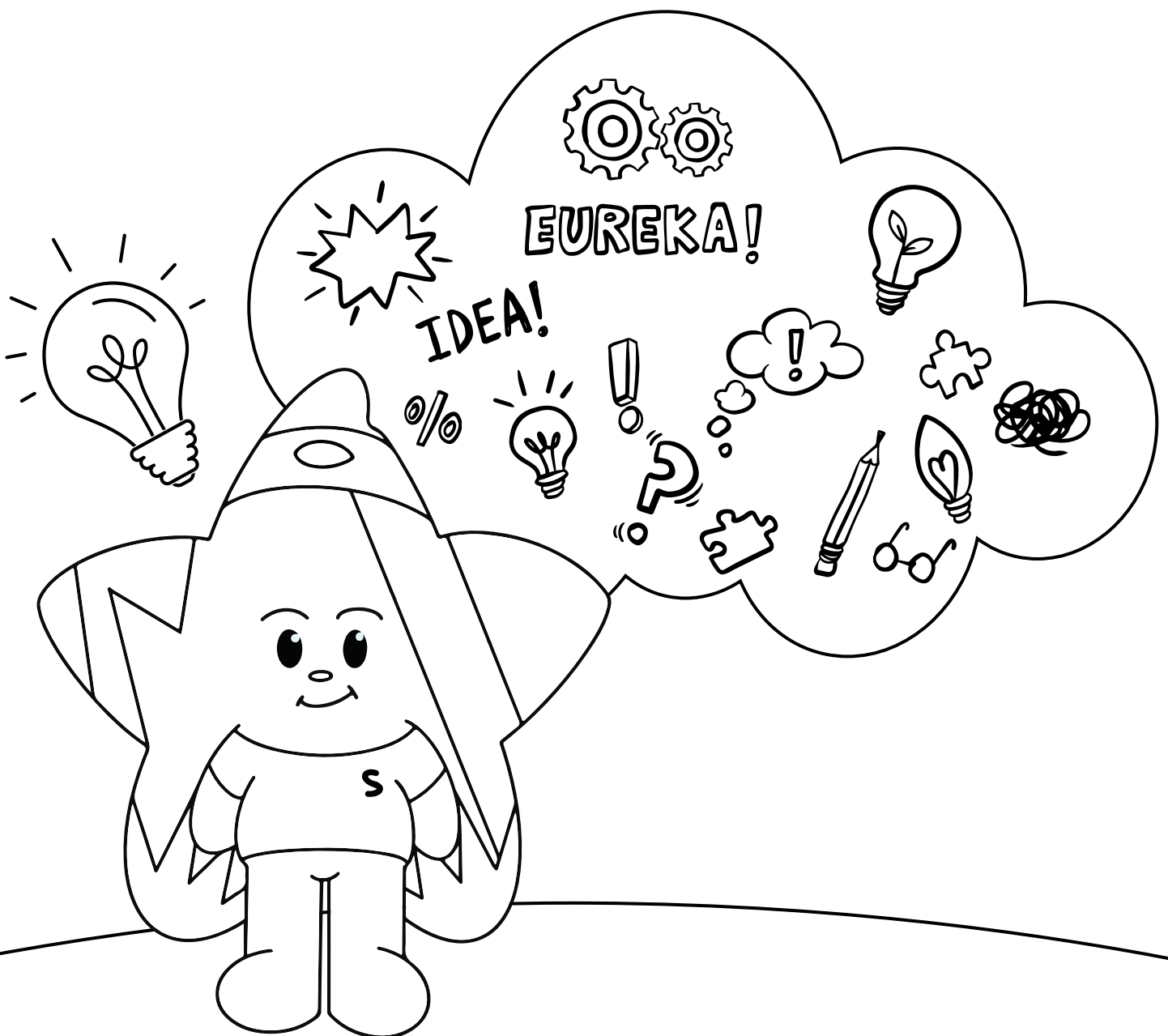
*Focus on what matters*



# STELLA IS VERY INNOVATIVE

## What does it mean to be innovative?

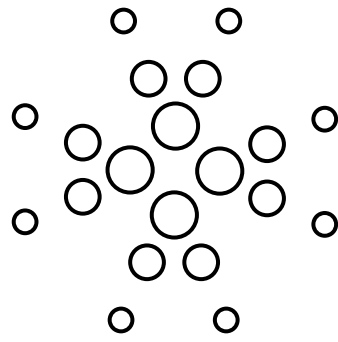
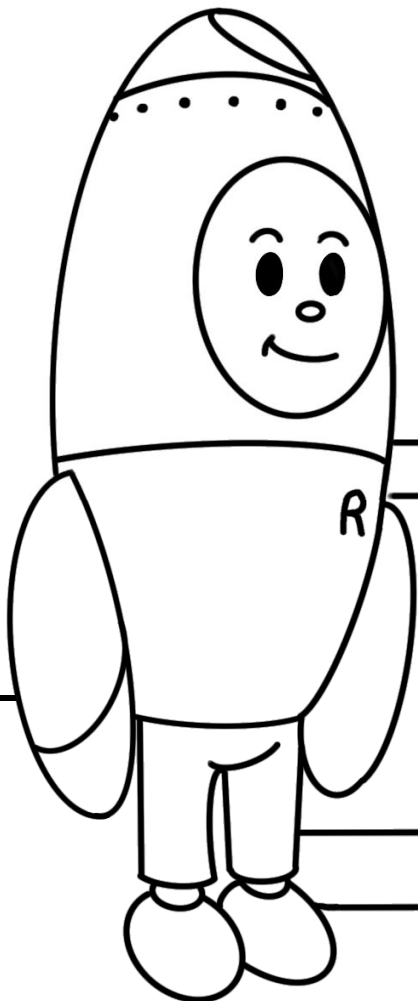
Being innovative is like being a clever inventor. It means coming up with new and exciting ideas that help make things better or easier. Stella thinks of cool, new ways to solve problems and do things differently.



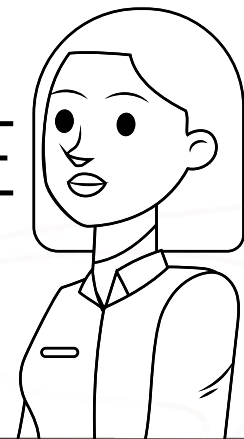
# RICKY HAS COME TO SPEAK TO MALTA ENTERPRISE

## What is Malta Enterprise?

Malta Enterprise is a public entity where people who have an idea for a new business go to get help.



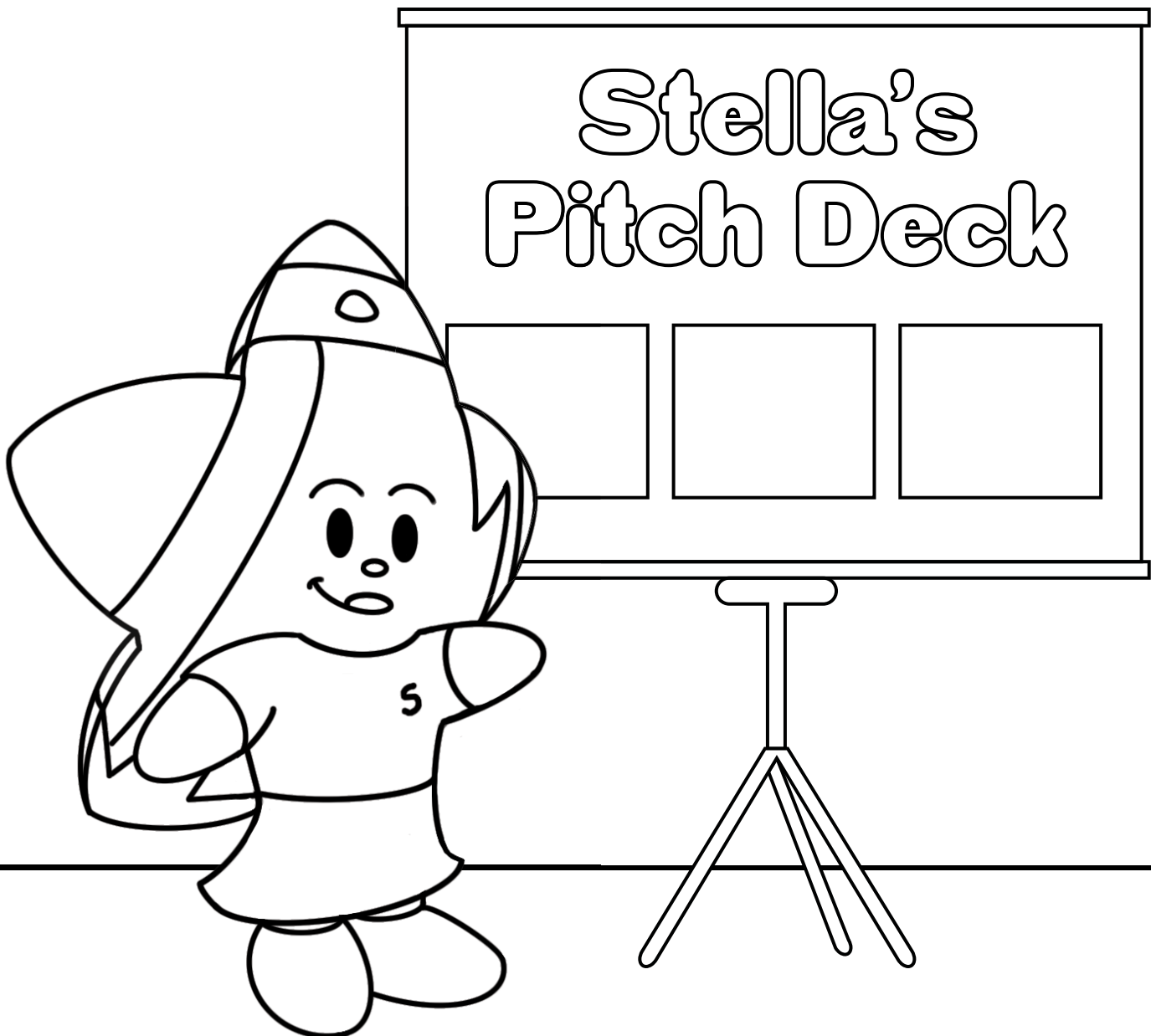
MALTA ENTERPRISE



# STELLA HAS FINISHED PREPARING HER PITCH DECK

## What is a Pitch Deck?

A pitch deck is like a book that shows the most important parts of a business idea, so that people can understand it better and decide if they want to help.

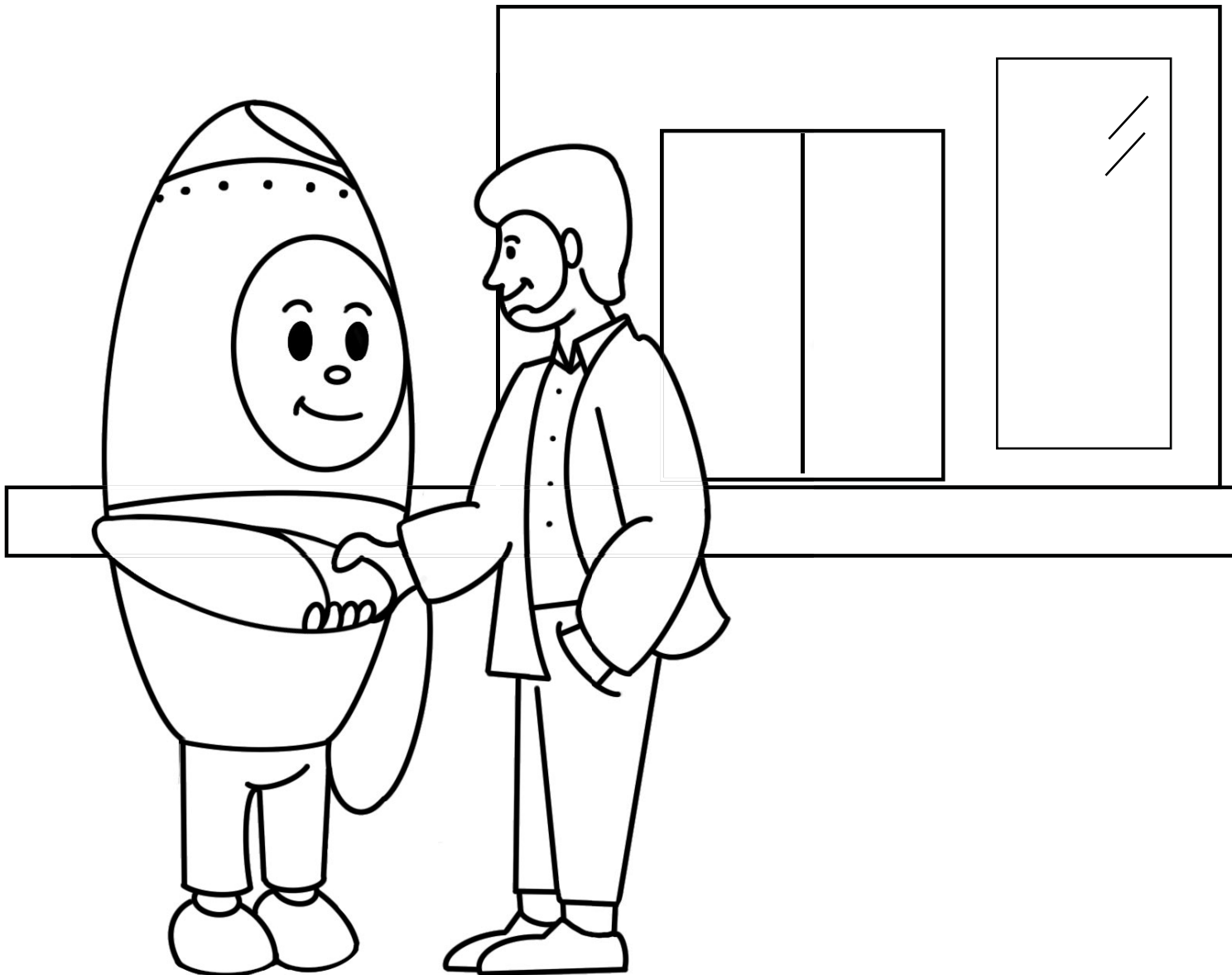




# RICKY HAS MET A NEW BUSINESS PARTNER

## What is a business partner?

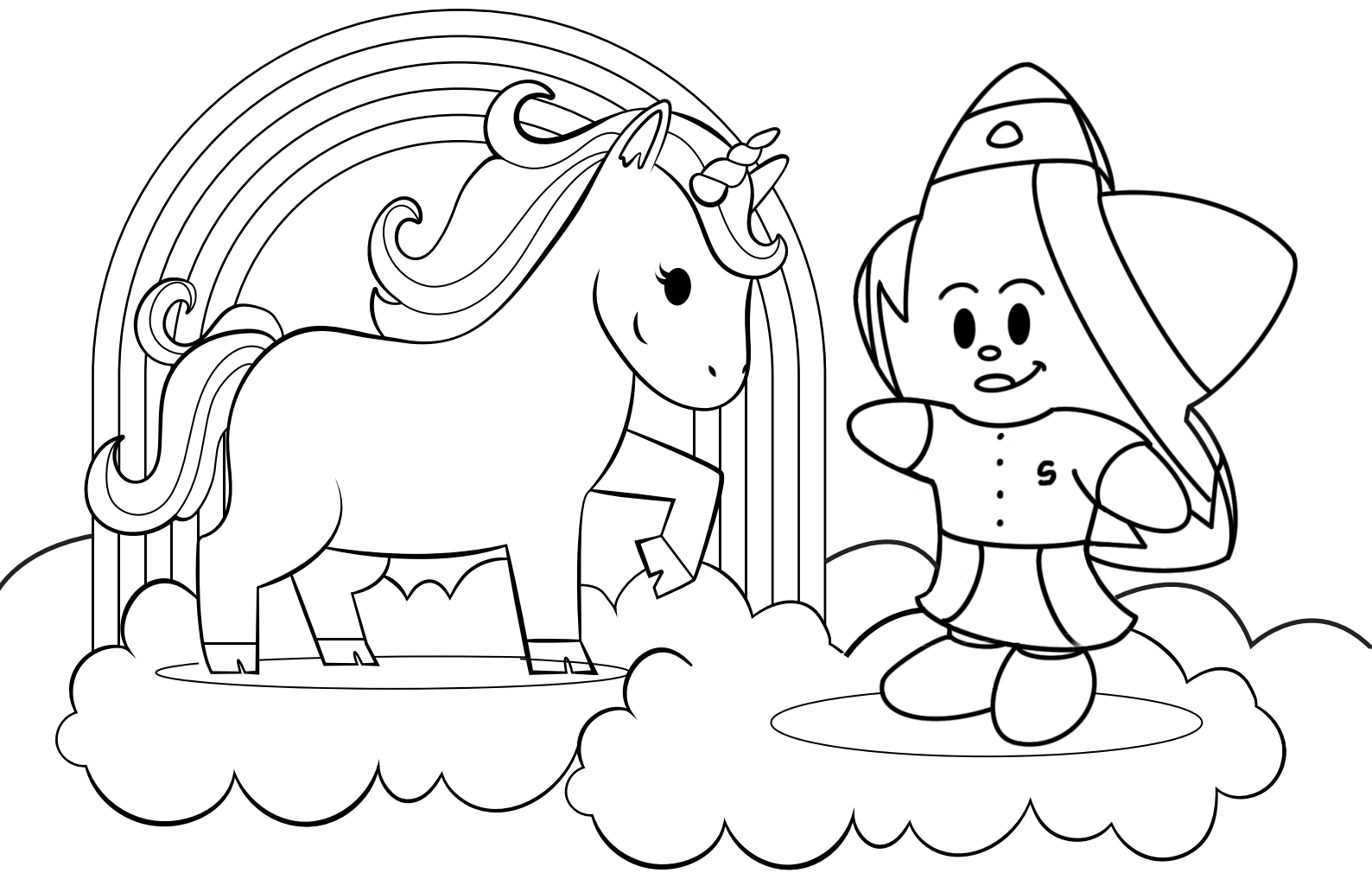
A business partner is like a teammate who helps you take care of your business. You share the work and make decisions together. They might be good at things you're still learning about, strengthening your team.



# STELLA MET THE FOUNDER OF A UNICORN COMPANY

## What is a unicorn company?

A unicorn company is a very special kind of business. Just like the rare and magical unicorn, these companies grow very big and become worth a lot of money – over 1 billion euro. They are special because they are not common and do amazing things.

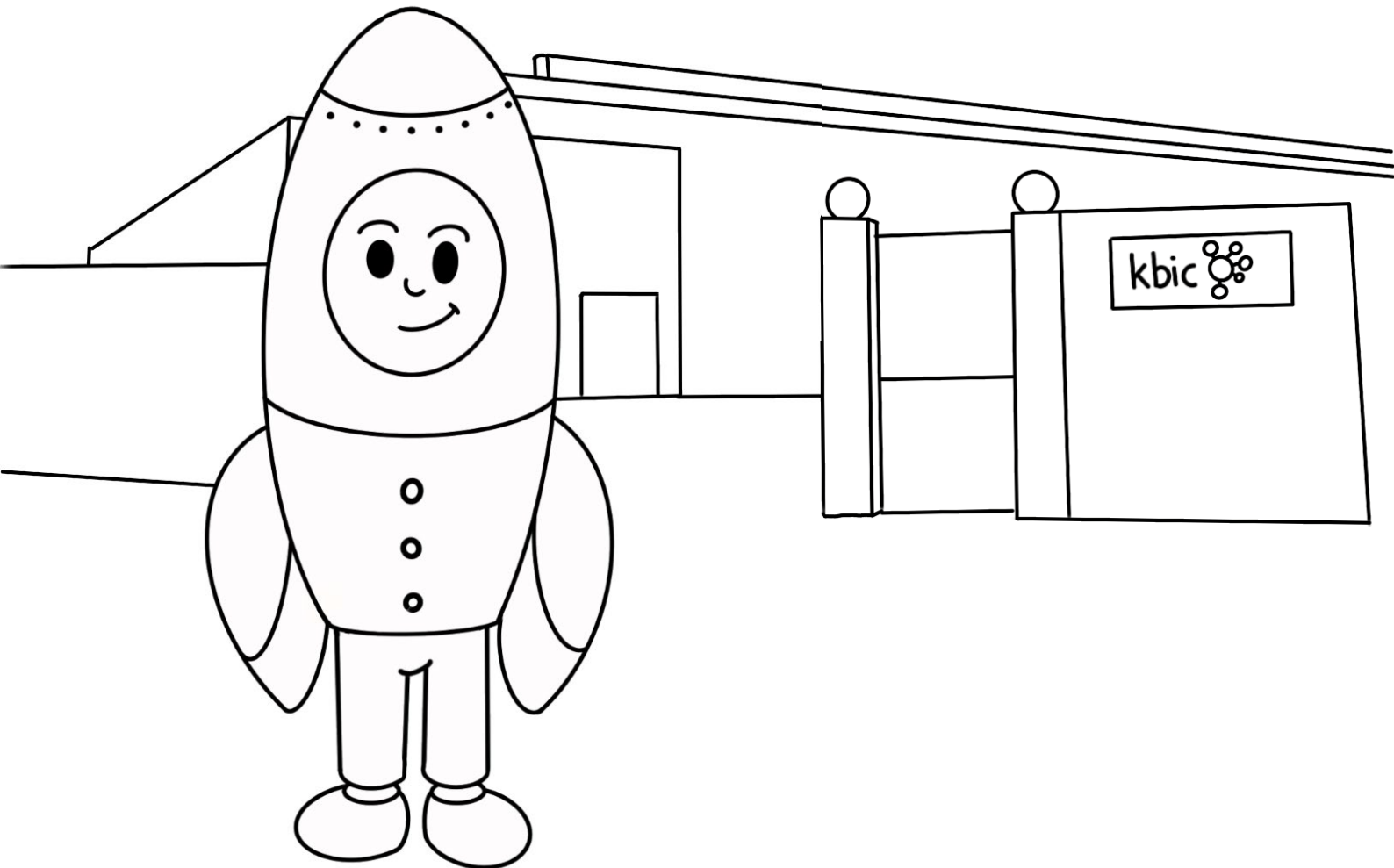


# RICKY HAS JOINED KBIC

**KBIC is a business incubator. What is a business incubator?**

A business incubator is like a cosy nest for baby businesses.

It's a special place where new companies get the help they need to grow big and strong. When ready, they leave the nest and share their ideas with more people.

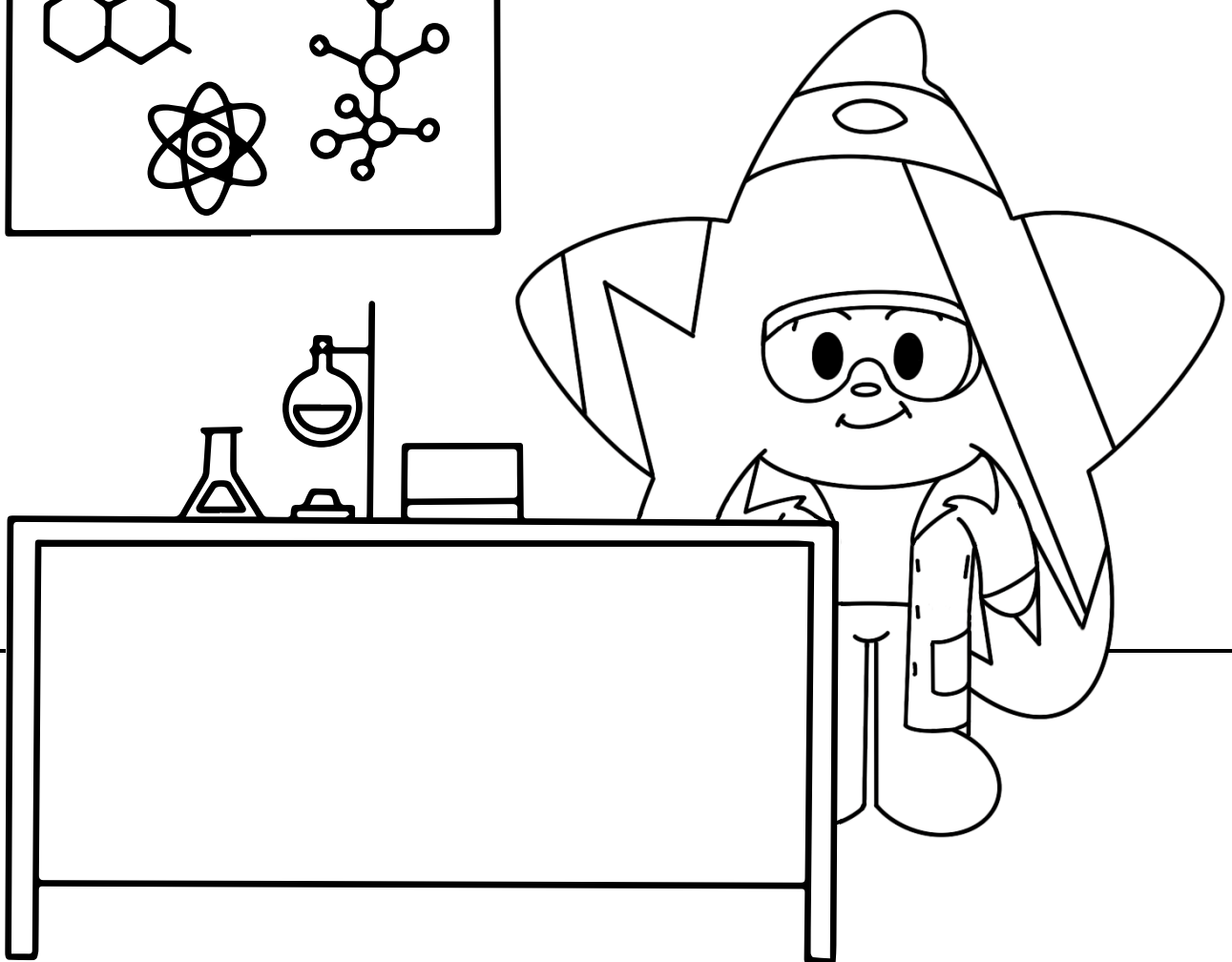
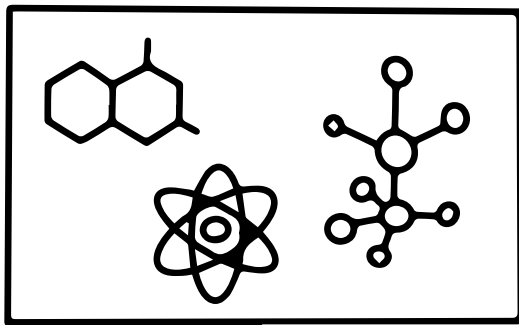


# STELLA IS A SCIENTIST

She studied a **STEM** subject and owns a company based at the **Malta Life Sciences Park**

**What are STEM subjects?**

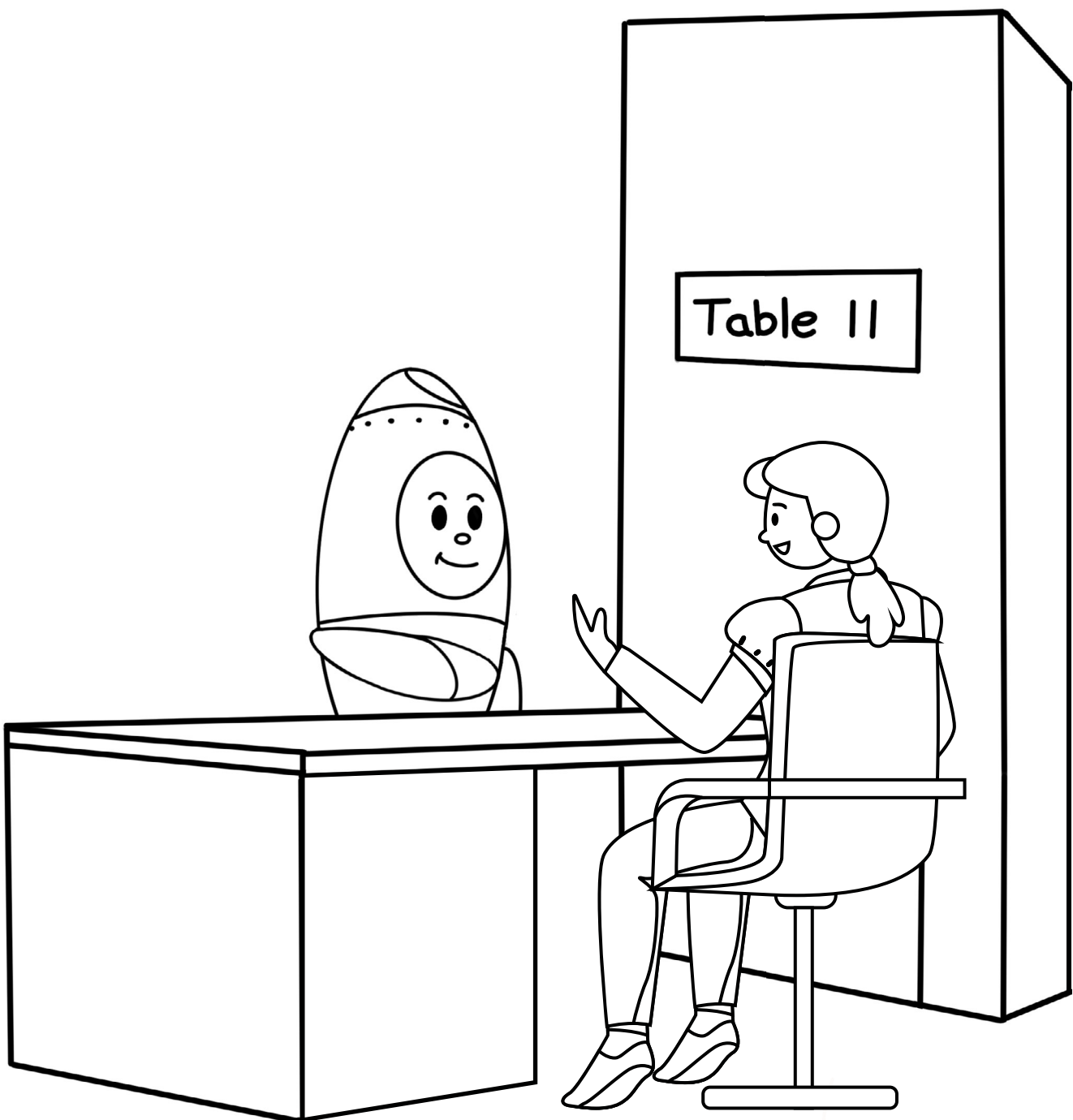
STEM stands for Science, Technology, Engineering, and Math. It's all about exploring and learning cool stuff like how things work, how to create amazing things, and how to solve tricky puzzles with numbers.



# RICKY MET AN INVESTOR

## What is an investor?

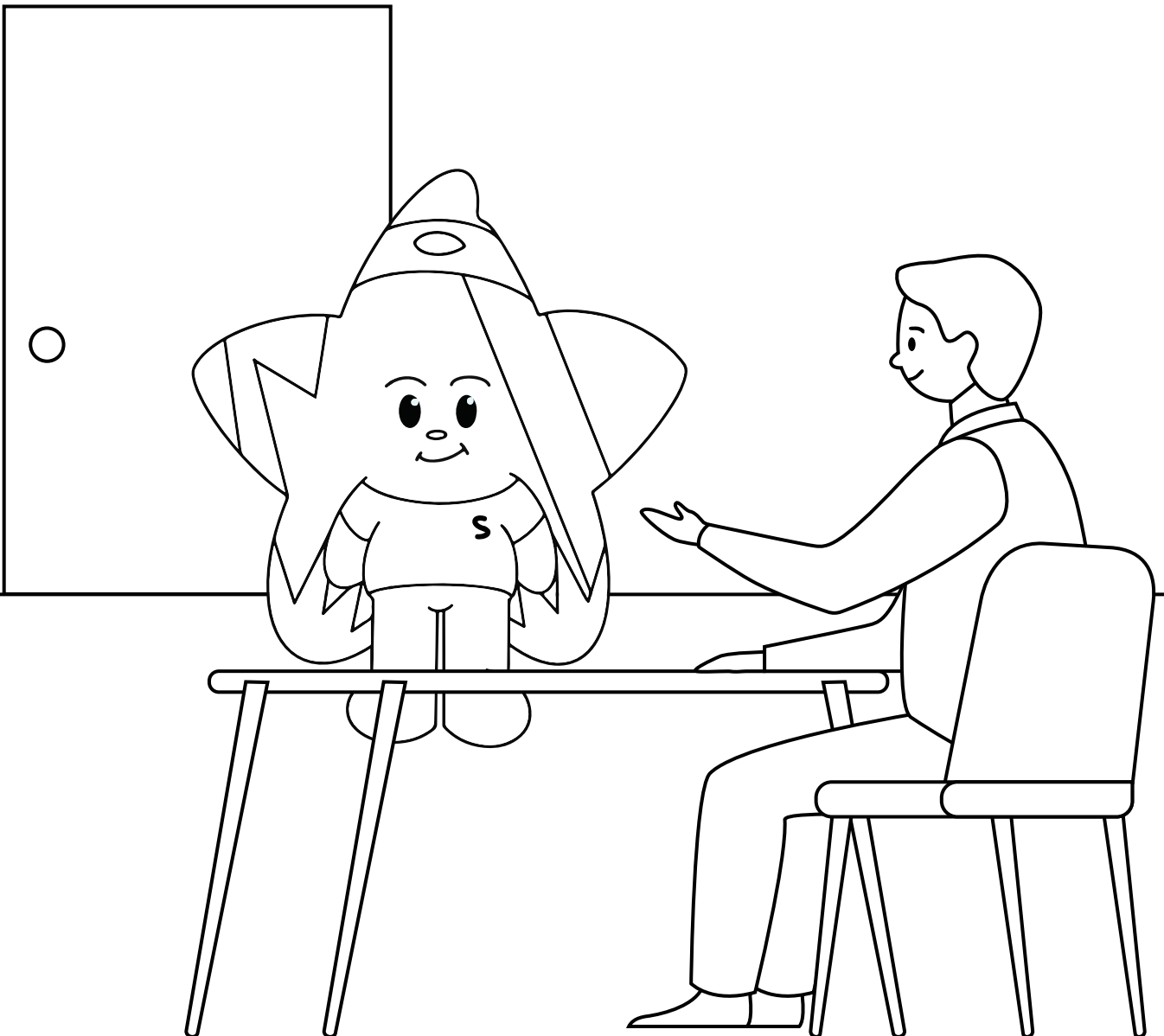
An investor is someone who believes in your business idea so much that they give you money to help it grow. They think your business will do well and make more money in the future.



# STELLA WANTS TO DO A MEETING AT BUSINESS 1ST

## What is Business 1st?

Business 1st is like a helpful guide for businesses. It's a place where people who have businesses can find everything they need to start, manage, and grow their business. It's like having a helper who knows all about running a business.





Malta Enterprise is the national economic development agency committed to fostering investment, business growth, and innovation in Malta. Through strategic support and tailored incentives, it enables local and international companies to establish, expand, and succeed in Malta's dynamic business environment while tapping into global markets. As a key driver of economic development, Malta Enterprise plays a crucial role in attracting foreign investment, nurturing entrepreneurship, and advancing research and development. It is also at the forefront of supporting start-ups, offering specialised funding and support. Through its forward-thinking initiatives, Malta Enterprise strengthens Malta's position as a competitive and strategic business hub across diverse industries, including an evolving and vibrant start-up ecosystem.

For more information visit [www.maltaenterprise.com](http://www.maltaenterprise.com)

