

THE POWER GRADIENT

Inspiring Future Entrepreneurs

x7trade

x7trade is a SaaS platform that automates the customs clearance process for e-commerce goods imported into the EU. Their technology helps customs brokers, logistics providers, and e-commerce businesses streamline compliance and improve efficiency.

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Key Takeaways

Execution is everything:

Ideas alone are not enough; consistent action drives success.

Embrace failure:

Every setback is an opportunity to learn and improve.

Start partnerships early:

Strategic collaboration can fast-track growth and reduce friction.

Filter feedback wisely:

Not all input should change your direction; stay aligned with your vision.

Build a strong network:

The right people can challenge, support, and accelerate your journey.

Resilience & Adaptability: These are the core skills that carry you through challenges and uncertainty.



Connect with Luís Pimentel:

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Meet Luís Pimentel

Welcome to this week’s edition of The Power Gradient. In this issue, I’m excited to share the inspiring story of Luís Pimentel, a forward-thinking entrepreneur whose journey from an early exposure to tech and business, to founding his own company offers valuable lessons for any founder. Luís grew up in an environment that encouraged independence, adaptability, and a strong sense of ownership; qualities that would become the bedrock of his entrepreneurial path. Early exposure to how business and technology intersect to solve complex problems sparked his natural curiosity on improving systems and efficiency, which eventually led him to build solutions to drive real world impact. Read on for his advice and lessons on navigating challenges and achieving success in your ventures.

Against the Odds

One of the defining moments in Luís's entrepreneurial journey came when he launched his first business. Young and ambitious, he entered a small market not ready for rapid adoption of new ideas. The odds were against him, from bureaucratic hurdles, to stakeholder skepticism and doubts about his age, he has faced real challenges. But instead of being discouraged, Luís used these obstacles to sharpen his focus. He learned to listen closely to customer pain points and deliver tailored, reliable solutions. Success wasn't about flashy ideas, but about their execution and results. These early lessons in persistence and adaptability became the foundation of his approach to entrepreneurship.

Steady & Sustainable

Luís's early business ventures operated on tight budgets, lean strategies, and a commitment to maximising limited resources. Bootstrapping demanded discipline and strategic thinking, shaping his approach to growth. Every decision needed high impact, leaving no room for waste. This environment instilled focus, efficiency, and prioritisation principles he still follows. A key shift occurred when he embraced strategic partnerships. Initially, he aimed to build everything in-house, slowing progress and straining resources. Collaborating with the right partners accelerated growth through shared expertise and aligned goals. Another important lesson was learning to navigate feedback. While well-intended, he learnt that not all input should determine the course of action. Luís learned to filter valuable insights from distractions, balancing his long-term vision with adaptability, fuelling steady, sustainable progress.



Iterating Above All

Looking back on his journey, Luís reflects on how he should've prioritised strategic partnerships earlier. While building from the ground up fostered resilience and a deep understanding of his business, he sees now that earlier collaboration with the right stakeholders could have accelerated growth and eased some of the early friction in gaining market traction. Partnerships open doors to new opportunities and bring in complementary strengths that amplify impact. His message to fellow entrepreneurs is "Resilience and adaptability are the most valuable skills an entrepreneur can have. The path is never linear, but those who keep iterating, learning, and pushing forward will find success."



Execution First

For aspiring entrepreneurs, Luís shares practical, experience-driven advice. Execution is key, great ideas mean little without consistent action. He urges founders to see failure not as defeat but as a learning tool, refining strategy with each misstep. Luís also stresses the value of a strong network. Entrepreneurship can be isolating, but mentors, peers, and collaborators offer insights that reveal blind spots and drive growth. Lastly, he highlights patience and persistence. Success is rarely linear; staying committed through highs and lows is crucial. Meaningful progress takes time, but the journey is always worth it.