

# JUST LAUNCH



**How to Turn Your Idea into  
a Thriving Startup**

### **Stages of Development**

- ☐ What do you do in your free time?
- ☐ Try doing something you enjoy
- ☐ Try not to get burnt out
- ☐ Ask your loved ones for ideas
- ☐ See what others have to say
- ☐ What are your daily obstacles?
- ☐ Put your plan in writing
- ☐ Start with the boring parts first
- ☐ Move onto exciting things later

### **Understanding Startups**

- ☐ See the other products being sold in your area
- ☐ Join the start-up ecosystem
- ☐ Work with others
- ☐ Allow others to help when needed
- ☐ Venture capital firms
- ☐ Find Investors
- ☐ Find people who want to support your startup
- ☐ Consider crowdfunding

### **Validating Your Idea**

- ☐ Get a general idea of what you want to do
- ☐ Learn how to visualize your idea
- ☐ Speak with experts in the field
- ☐ Find the problems in your plan
- ☐ Fix problems accordingly

### **Market Research**

- ☐ Research your audience market
- ☐ Get a job in the industry
- ☐ Gather as much research as possible
- ☐ Find creative ways to get into the industry
- ☐ Combat problems

### **Identify Target Audience**

- ☐ Learn about the people in your industry
- ☐ Pay attention to people who buy products similar to others
- ☐ Market to the right audience
- ☐ Marketing is very important
- ☐ Communicate with your audience

### **Back-Up Your Business Model**

- ☐ Write down all ideas for your business
- ☐ Test your own product
- ☐ Offer your service for free for a few days to test-run them
- ☐ Get beta testers
- ☐ Step out of the fantasy process
- ☐ Know the flaws in your product
- ☐ Validate your own ideas

### **Build Your Team**

- ☐ Your team is important
- ☐ You need people to back you up
- ☐ Work with people you trust
- ☐ Know the roles you need to fill
- ☐ Know the business category
- ☐ Host interviews
- ☐ Hire people who already have experience in the industry
- ☐ Hire your first employees
- ☐ Teach them to collaborate with one another
- ☐ Know your value
- ☐ Build a culture company
- ☐ Encourage innovation and collaboration
- ☐ Make sure the team members are comfortable
- ☐ Expand team as needed
- ☐ Start with a small team
- ☐ Only tell people what they need to know

### **Raising Capital**

- ☐ Find funders
- ☐ Try to generate a profit
- ☐ Find basic supplies that you need
- ☐ Make sure you are meeting business goals
- ☐ Raise capital for business changes
- ☐ Know the fundraising process
- ☐ Don't always rely on friends and family
- ☐ Try social media and other platforms
- ☐ Approach investors
- ☐ Know your target audience and find investors accordingly
- ☐ Don't beg for money
- ☐ Do not approach the investor alone
- ☐ Manage finances for growth and times of need
- ☐ Budget for rapid growth to prepare
- ☐ Build your product
- ☐ Scale your operations

## **Marketing and Growth Strategies**

- ☐ Marketing is important for all start-ups
- ☐ Learn about your customers
- ☐ Use all your marketing strategies
- ☐ See who is interested in your offer
- ☐ Have clear business objectives
- ☐ Get involved in the community
- ☐ Build your brand online
- ☐ Have an online presence
- ☐ Use social media
- ☐ Use digital media
- ☐ Understand customer retention
- ☐ Learn about customer acquisition
- ☐ Know your business goals
- ☐ Know how to measure success for your company
- ☐ Learn as much as possible about your customers
- ☐ Market the best for you
- ☐ Try different things until one works
- ☐ Don't use funds as soon as you get them
- ☐ Budget funds to different divisions
- ☐ Stay prepared for all your needs

## **Overcoming Challenges**

- ☐ Know there are challenges and prepare for them
- ☐ Do your research
- ☐ Manage risk and uncertainty
- ☐ Don't ignore high-risk situations
- ☐ Publicity is important
- ☐ Adapt to change
- ☐ Building resilience for your company
- ☐ Pay attention to the people who have the biggest impact
- ☐ Know your end goal
- ☐ Stay focused
- ☐ Motivate your entrepreneurs
- ☐ Take breaks when needed
- ☐ You will need to motivate yourself
- ☐ Keep a support system with you
- ☐ Keep a list of reasons for your product
- ☐ Make your products ethical
- ☐ Explain why your products are the best
- ☐ Lessen your environmental footprint
- ☐ Form a team that is there for you
- ☐ Weigh all the factors
- ☐ Take prevention methods