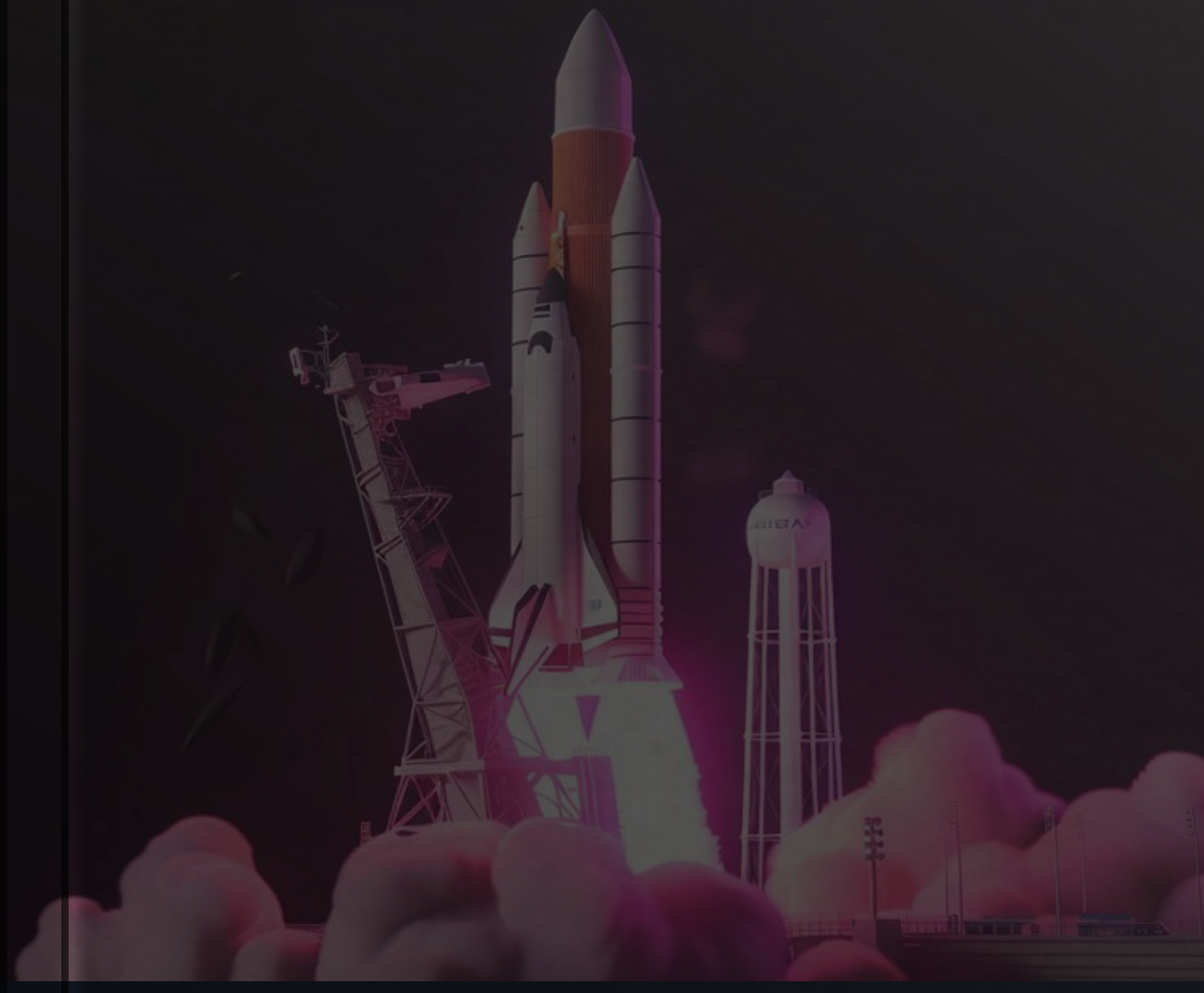


# LAUNCH IT!

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## Checklist



### **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

