

Getting your Startup on with
Salt & Inclusive & Collaborative
Innovation Tech Hub ...



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The first three questions!

- 1) What makes your product better than what exist on the market?
- 2) Are you sure that you are first to market?
- 3) How do you plan on monetizing your product?
↳ How what?



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The importance of planning!

Benjamin Franklin: "If you fail to plan, you are planning to fail"...

- ① A business plan
- ② A marketing plan
- ③ A financial plan

Is your product, service, solution viable?

Will your start-up be a success?



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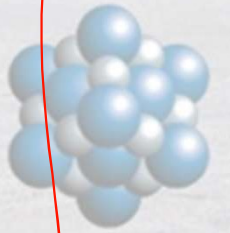


Where do I start?

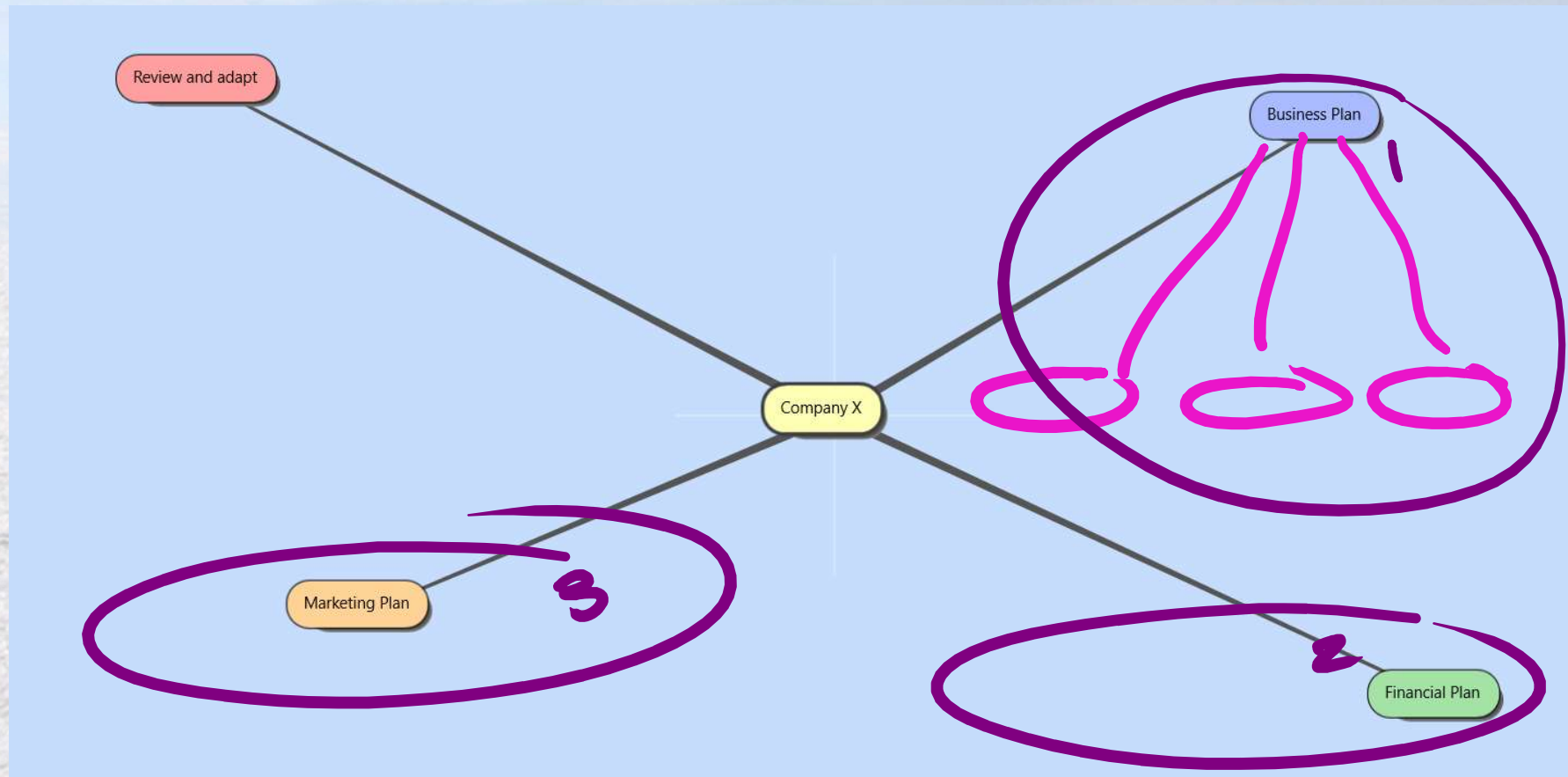


Research
Collection of data
Analysis of data
Framework of plan

Time
Money
Resources
Skills
or
alternatives

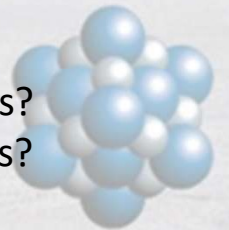


The Spiderweb of Planning



Important Stuff when planning

1. An **overview** of your business idea (one or two sentences).
2. A **description** of your product and/or service. What problems are you solving for your target customers?
3. Your **goals** for the business. Where do you expect the business to be in one year, three years, five years?
4. Your **proposed** target market. Who are your ideal customers?
5. Your **competition** and what differentiates your business. Who are you up against, and what unique selling proposition will help you succeed?
6. Your **management** team and their prior experience. What do they bring to the table that will give your business a competitive edge?
7. **Financial** outlook for the business. If you're using the business plan for financing purposes, explain exactly how much money you want, how you will use it, and how that will make your business more profitable.



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The numbers & stuff

- Start-Up Costs
- Start-Up Expenses
- Sales Forecast
- Income Projection Statement
- Personal Income and Expenses Projections

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The high priority stuff that gets low priority attention

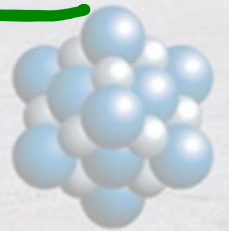
1. Define your end goal.
2. Maintain a consistent brand and message
3. Determine your target audience
4. Find the social channel for your startup
5. Build a referral network
6. Cultivate relationships with influencers
7. Create ads that appeal to people's emotions
8. Assemble the right team

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What next?

- ① Plan
- ② Action
- ③ Roll-up your sleeves



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