

StartUp 2020

How to start a business (in 30 mins)!

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A collection of colorful geometric shapes, including triangles and a large yellow rounded shape, scattered across the bottom half of the slide.

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What's the big idea?



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5 points to include in a business plan





I' m off!

- ▶ Idea
- ▶ Market
- ▶ Operations
- ▶ Finances
- ▶ Friends





Housekeeping: register the company & protect the brand





Business Format

- ▶ Three basic types of format
- ▶ Sole trader- operating as an individual
- ▶ Partnership – two or more individuals in business together
- ▶ Limited Company – company is a separate legal entity
- ▶ Each has different implications regarding obligations to creditors, taxation of profits, access to finance and business transfer





Intellectual Property protection

- ▶ Patents
- ▶ Trademarks
- ▶ Design
- ▶ Copyright





Building a home on the web



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Start by blogging

- :
- ▶ Start by blogging
- ▶ Presence on other sites
- ▶ Your own template website
- ▶ Polish often
- ▶ Reach out





Make sales!



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Sell, Sell, Sell!

5 steps to making sales:

- ▶ Make a list (check it twice)
- ▶ Pitch up – make your pitch & make it personal
- ▶ Follow up – with a next email or call
- ▶ Meet up – if prospect shows interest
- ▶ Make some noise – tell everyone about your first sale as you're now in business!





Make some noise!



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Get known

First step is to get yourself known:

- ▶ Plot the script – what's your story?
- ▶ Find the right connections – who are the journalists covering your trade?
- ▶ Write a release
- ▶ Be social
- ▶ Soon you're the go-to expert





How to grow the business without outgrowing the home



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Focus on what you do best and outsource the rest

Three ingredients of successful business:

- ▶ Customer care - keeping existing customers happy
- ▶ New business - winning new work
- ▶ Admin – keeping on top of the cash/the books!





Seek help & support

Find help on your journey to start & grow via these sources:

- ▶ Your peers – who better to turn to than others who have been there/done it.
- ▶ Experts – who can help on practical issues, find them on Enterprise Nation!
www.enterprisenation.com



Thank you!



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