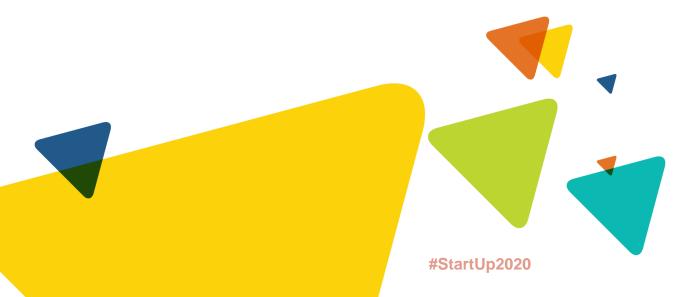


### StartUp 2020

How to start a business (in 30 mins)!

**Emma Jones** 

@emmaljones





### What's the big idea?





# 5 points to include in a business plan





#### I'm off!

- ▶ldea
- ► 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





## Start by blogging

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





#### Make sales!





#### 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!





#### 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





# 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!

