#StartupJourney

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STEP 1

That Amazing Idea!

What do you do?

> Research
> Validate theoretically
> Check if there are enough people who not only like the idea but are willing to become your customers once you are ready to sell.

Congrats! You have an idea that seems viable & everyone loves!

STEP 2

From Idea to a Prototype

- Need to now test if the idea works or not.
- Build a prototype - a limited version of the product or service you want to provide to your customers.
- Money to develop the prototype?
- Give it to others to use and get feedback. If feedback is not good, you can go back and rebuild the prototype till people love it.

STEP 3

Build Your Team

- **You need a team!**
- First comes the founders of your startup.
- Engage some other people you may need - programmers, designers, writers etc. (freelancers or interns to save precious money or full-time employees).

STEP 4

Setup Your Company

- Form your company legally. Most commonly, a private limited company is formed.
- In case of a social venture, an NGO may be registered with the government.
- Equity Sharing among Founders
- Equity for employees, advisors etc.
- All statutory government registrations and compliance

STEP 5

Produce and Launch your Product

- You start making the products and selling them.
- You launch the product along with a website or an app as required.
- Finalise your sales strategy (direct, online, resellers etc.)
- Actively start seeking investment
- Angel Investors!

STEP 6

The Growth Stage and Major Investment

- You are making enough in sales of your product or service to meet all your expenses and have some money left end of every month.
- Need external money to grow faster - new product versions development, bigger sales teams, and more marketing campaigns.
- Institutional VCs

Thank You!

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