

# TABLE OF CONTENTS

## 1 – Startup strategy

- A. Where to start
- B. Business modeling
- C. Lessons learned
- D. Incremental launch strategy

## 2 – Concept development

- A. Ideation
- B. Quick reality check
- C. Patent search
- D. Feasibility analysis
- E. Final concept (product, process, or service)
- F. Business model canvas
- G. Team formation and collaboration
- H. Survey customers to verify assumptions
- I. Pivot record
- J. Company goals

## 3 – Designing the product or service

- A. Minimum viable product or service
- B. Physical product prototyping
- C. Resources for prototyping and manufacturing
- D. Software and mobile app rapid prototyping
- E. Electronic product prototyping

## 4 – Insurance

- A. Types of business insurance
- B. Typical business insurance rates and coverages

## 5 – Finance

- A. Product costing
- B. Shipping and handling costs
- C. Pricing the product
- D. Pricing services
- E. Product sales and gross profit worksheet
- F. Personal expense budget
- G. Break-even calculation for product or service
- H. Budget

## 6 – Competitive positioning

- A. Competitors
- B. Comparison of features to competitor products
- C. Porter's five forces of competitive position analysis
- D. Target market niche
- E. Size of target market
- F. Barriers to entry

## 7 – Location

- A. Sourcing physical locations
- B. Comparison of locations

## 8 – Management

- A. Co-founders
- B. Management team
- C. Advisory board

## 9 – Brand image

- A. Naming the company
  - B. Phone number
  - C. Business email address
  - D. Graphic standards
  - E. Business cards and stationery
- Error! Bookmark not defined.**

Error! Bookmark not defined.

## 10 – Marketing

- A. Marketing and sales strategy assumptions
- B. Credit and collections policies and procedures
- C. Poster for trade shows and pop-up venues
- D. Flyer and brochure
- E. Driving traffic to the website
- F. Adwords
- G. Social media marketing
- H. Email marketing
- I. Face-to-face trial launches
- J. Networking to generate leads

## 11 – Protecting intellectual property

- A. Trademarks
- B. Patents
- C. Copyrights

## 12 – Legal and regulatory matters

- A. Alternative legal structures
- B. Selecting the right structure for your business
- C. Naics code
- D. Fein number
- E. Steps to setting up the business
- F. Business licenses
- G. Reporting business income for taxes

## 13 – Website

- A. Selecting a domain name and hosting service
- B. Website evaluation
- C. Search engine optimization
- D. Creating a merchant credit card account

## 14 – Raising capital

- A. The capitalization process
- B. Determining capital requirements
- C. Types of capital
- D. Ownership retention when raising equity capital
- E. Sources of capital
- F. Crowdfunding tips
- G. External capital providers
- H. Valuation (putting a price on a startup)
- I. Trial launch capitalization schedule (cap table)
- J. Full launch capitalization schedule (cap table)
- K. Exit strategy

## 15 – Pitching capital providers

- A. Oral pitches
- B. Substance (content of presentation)
- C. Questions you should be prepared to answer
- D. Style: creating clear and convincing presentations

## 16 – Banking

- A. Selecting the right banking institution
- B. Opening the account
- C. Ordering checks and banking supplies

## Glossary

### Appendices

- Alternative *lean* business model canvas
- Employer and employee payroll taxes
- Non-disclosure agreement (nda)