

How to build a Startup Business

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Definition



- A startup is a young company that is just beginning to develop. Startups are usually small and initially financed and operated by a handful of founders or one individual. These companies offer a product or service that is not currently being offered elsewhere in the market, or that the founders believe is being offered in an inferior manner.

8 Steps to build a Startup

1. Do **market** research
2. Find the **need**
3. Give the **solution**
4. Set up your **company**
5. Know the **competitors**
6. What is your **advantage?**
7. Create your **business plan**
8. **Fund** your business



The market -> **the need** -> the idea!

The best companies were formed by people who solved a **common problem** in the field of **technology**, **economy**, **medicine**, **education** etc.

Choose a field -> Search for a need -> find the solution!



Your company

- Don't do it alone. Make your Startup **team**!
- Brainstorm a **name** for your business



- Create a professional **logo**
- Create a **site** for your Startup


Your business plan

1. Know your **target audience** (you have to know the needs of your customers).



2. Know your **competitors** (find the **5 top competitors** and study their **business**, their **products**, **services**, **prices**, **sales funnel**).

Create better products and services!

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- 3. Find **what differentiates your business from your competitors**. What do you do **differently** from your competition.

4. Choose a **marketing channel**. There are many ways to market your product. Find your **primary channel** in social media (facebook, instagram, twitter, LinkedIn).

Funding

- Know your business model. **How do you make money?**
- Know your **pricing**.



Funding

How **money** do you need to start?

For

- **SALARIES**
- **PROMOTION**
- **OTHER EXPENSES**





ARE YOU READY TO BUILD YOUR STARTUP?

- Create your virtual business and participate in the Startups Contest, which will be held at the end of the workshop.



