

The start-up checklist every new business needs

Don't quit the day job until you have to

There are a number of benefits to starting a business part-time while working. Retaining a guaranteed income reduces the usual start-up risk and means you won't necessarily have to secure start-up capital straight away.

Talk to business owners and peers that you know and trust.

You don't have to take the advice of others but other people who have been where you are starting now, may have some interesting insights. It's better to learn from their mistakes than to have to make your own!

Take our Business Accelerator Course

Heck, take any business course.....but just take action ! Just start, but you owe it to yourself to start prepared. Self-education, proper planning and research will minimize your risk of failure .

Join an online business community

As well as talking to people you know and trust, joining an online business community, will open the door to connecting with others who have faced similar quandaries. Pose questions or ask for feedback on your plans to get a sense of whether you're on the right track.

Lazer Focus your vision

The opportunity Cost of doing A is that you cannot also do B. You can't be everything to everyone, but you can be something great for someone. Do what you are meant to do, be authentic and hyper focused on what value you bring to your particular customer

Assess the competition

Experience your competitors product / Service. Test-drive what your competitors are doing. Focus & better the experience and not product. Unless the product sucks....then better the product as well.

Test, measure and iterate your business concept

Prove your product/service has a place in the market. Establish a minimal viable product. Meaning that your customers will pay for it even if it's a basic service or product offering. In essence, prove the concept.

Develop stories

Become a storyteller and practice your pitch at every opportunity, whether this is to investors, future team members, founders, friends, family and even partners! All will need to be convinced of what you are saying without actual proof!