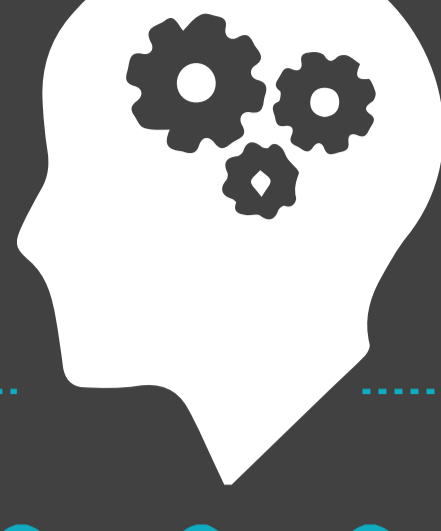


TOP 10 TIPS FOR PLANNING & STARTING YOUR BUSINESS

1 Know your product better than anyone else
(and your competitors' product too)



UNDERSTAND YOUR AUDIENCE

2



Who are they? Where are they? What do they need/want?

"Transmit Start-Ups helped me create my business plan. The help they gave made it really easy"

James Shutt
Forward Design Innovation



How much will it cost to get to market?
Think about the cost of production, delivery, sales, marketing and staffing

3

4

THINK ABOUT YOUR SALES CHANNELS

How will potential customers find you and buy from you?



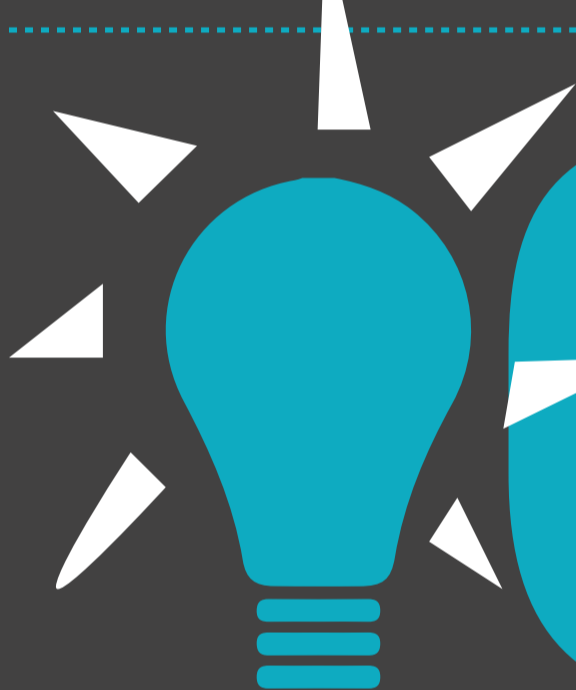
HOW CAN YOU BE DIFFERENT AND/OR BETTER THAN YOUR COMPETITORS?

Ask yourself, do your customers *really* need this product?

5

"HIRE PEOPLE WHO ARE BETTER THAN YOU!"

DAVID OGILVY



6

DO YOU 100% BELIEVE IN YOUR BUSINESS IDEA?

7

If you can afford it, make sure you get a good accountant



KEEP ON IMPROVING YOUR PRODUCT

8

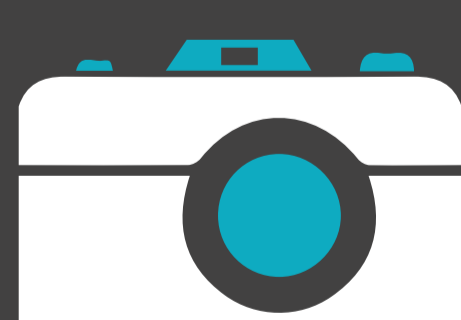
As well as your processes, marketing, systems and customer service. Things can always be improved.



"Transmit Start-Ups helped me invest in beautiful new packaging and a professional website"

Yuvna Kim Currun
Yuvna Kim Ltd

9



STAND BACK AND LOOK AT THE BIGGER PICTURE, AS OFTEN AS YOU CAN

10

JUST. DO. IT.

DON'T PROCRASTINATE



FINANCE, SUPPORT & MENTORING FOR UK START-UP BUSINESSES

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