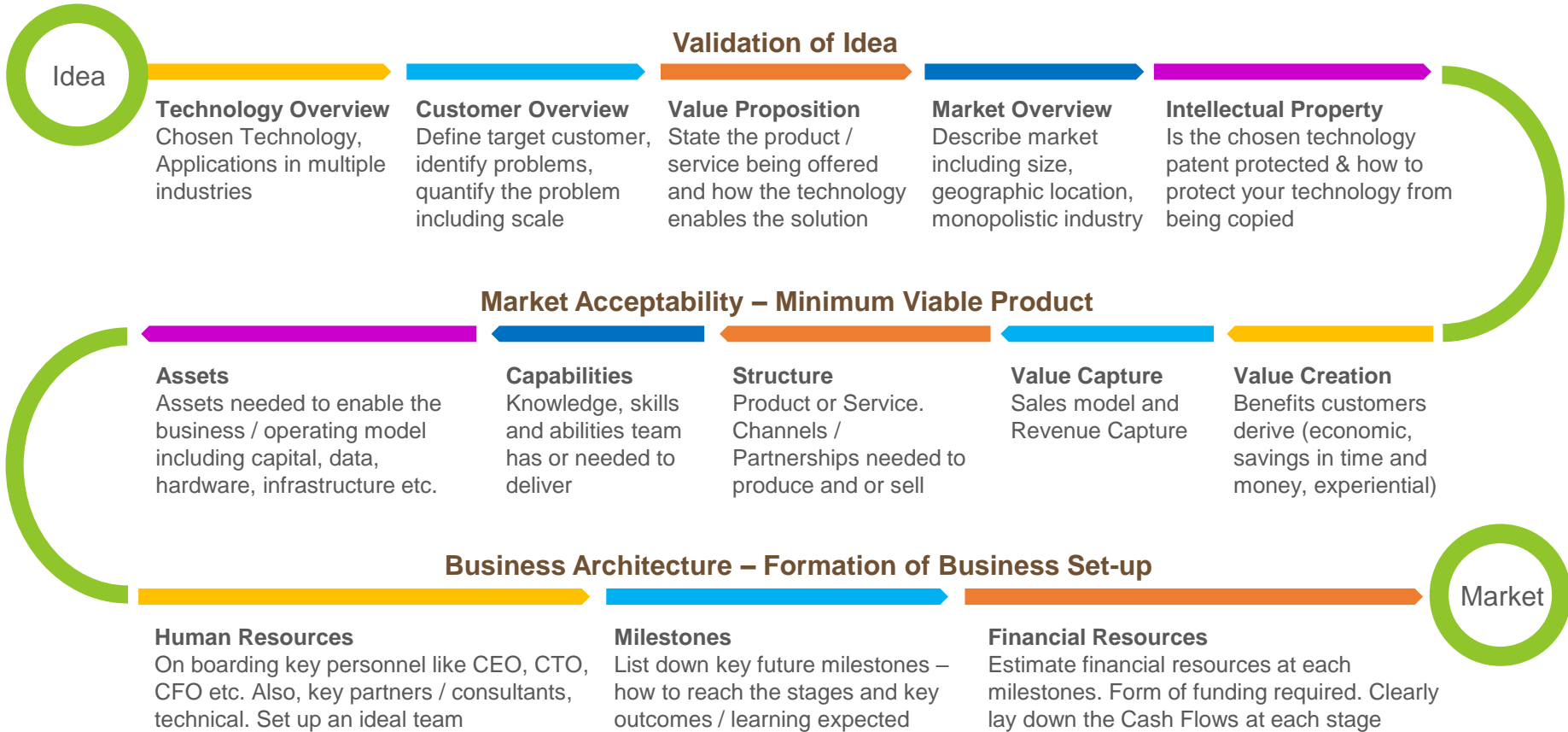


A Journey from Idea to Market

Good business idea is not enough to build a successful Start-up

An Idea on paper doesn't exactly equal reality. It is critical to understand that not all ideas have the potential to turn into successful businesses. Also not all aspiring entrepreneurs are ready to take on the idea to the market. Hence, it is important to create a road map carving out the process to transform an idea into reality



Just because all successful businesses need a good idea doesn't necessarily mean that a good idea is the only thing needed to build a successful business