

Support at Every Stage of Evolution

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

| Idea | Validation of Idea | | | | | | | | |
|---|--|----------------------------|----------------------------|--|-----------------------|---|------------------------|---|--------|
| | Technology OverviewCustomer OverviewChosen Technology, Applications in multiple industriesDefine target custome identify problems, quantify the problem including scale | | omer, Sta ser em and | | | Market Overview Describe market including size, geographic location, monopolistic industry | | ectual Property chosen technology t protected & how to ct your technology fror copied | n |
| Market Acceptability – Minimum Viable Product | | | | | | | | | |
| | Assets Assets needed to enable business / operating mod including capital, data, hardware, infrastructure | del and abili has or ne | ge, skills ties team | Structure Product or Service Channels / Partnerships neede produce and or sel | Revenue Capt ed to | | and Benefits customers | | |
| | Business Architecture – Formation of Business Set-up | | | | | | | | Market |
| | Human Resources On boarding key personnel like CEO, CT CFO etc. Also, key partners / consultants technical. Set up an ideal team | | | nes In key future milestone each the stages and ke s / learning expected | s – ey | Financial Resources Estimate financial resources at each milestones. Form of funding required. C lay down the Cash Flows at each stage | | ding required. Clearly | |
| 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 | | | | | | | | | |

