

Taking The First Steps

Taking the first steps to bring the business to life play a critical role in turning a loosely-defined dream into a living, breathing business. There are several elements that are important to get right, to make sure you have the most positive launch possible.

1 Look bigger than you are!
Build a digital presence that reflects your goals

2 Build your foundations!
Do all the boring stuff right, and do it early

3 Tell a phenomenal story!
Cut through the noise with a perfect pitch

Each of these involves half a dozen relatively simple steps, which nevertheless merit careful focus and attention. The best start-ups are born looking from the outside a lot like a \$100m company with a team of 100. Investment in this organisational infrastructure at the outset will make your life much easier once you start winning customers.



Plant the first seeds



A unique name



A dot com domain URL



A fabulous logo



A registered trade mark



A slick web site



Choose the right soil



Formation documents



The right IP protection



A physical address



Business and tax registrations



The right advisors



Nurture carefully



A punchy vision



A 30 second elevator pitch



A phenomenal pitch deck



A compelling explainer video



Great follow-up material

Remember that very few companies want to buy an unproven product from an unproven company. So you must walk, talk and deliver like a company 100x your size. Ideally, you should have at least one co-founder who has done this for real in a previous life. The more you win, the easier it will get!



“Abbey Road Revisited”

“The Lean Start-up”

“The Entrepreneur’s Guide”

Pottinger