

# Entrepreneurs Road Map

**Start**

## IDEA

Do you have an idea to start something new?

Take a piece of paper and jot down your idea

Identify how your business will interact with your stakeholders

Define your Business Model

How will you monetize your venture?

Prepare your Revenue Model

Identify your ventures' USP

## Analysis

Is your Venture Feasible?

Is there an adequate opportunity?

Do the SWOT analysis

Identify the market gaps and pain points

Know your competitors and their business

Learn the Industry Best Practices

Do your Market Research. Understand your customers' needs



**STOP**  
IF NOT, GO BACK 12 STEPS

Segment your customers

Identify your target market

Position your Product

## Strategy

Time to know your numbers

Calculate your cost

Project your sales

Plan your timelines

List your startup expenses

Define Project milestones

Prepare your projected financial statements

How will you train them?

Need Help? Contact [bplanexperts.com](http://bplanexperts.com)

Have you got everything in place?

**STOP**  
IF NOT, GO BACK TO START

Choose One:  
- Bootstrapping  
- Angel Funding  
- VC Funding  
- Debt Financing

Have you thought about the Funding?

Get yourself a kick-ass team

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Collate all of them into a solid **BUSINESS PLAN**

## Planning

Invest in Research and Development

Roll out the pilot run

Strategize your launch

Monitor your break even

Scale up and expand

**Finish**

Celebrate SUCCESS!

## Implementation

**HOLLAND SPRINGFIELD**  
CHAMBER OF COMMERCE™