



Take your entrepreneurial idea to reality in ten steps!



YOUR IDEA

- What is the problem/opportunity you've identified?
- What impact do you want to make?
- What is the solution/offering you are bringing to the customer/client?

Eg:



What to cook for dinner?

Alleviate domestic stress - make meal times easy

Pre-planned meals

1

VALIDATION

Talk to others to get their feedback:

Friends and Family
Mentors
Potential Consumers

2

MARKET RESEARCH

Investigate:

Conditions and Regulations
Supply Chains
Potential Competitors

3

IDENTIFICATION

Profile:

Who will want/need your product or service and why?
Where are they?
How will you reach them?

4

STRENGTHS

Identify:

What you're good at
Your business values
Your point of difference/USP
See EC14

5

VALUE PROPOSITION

Create:

Your specific business/service proposition
For help, check out our **Value Proposition Statement** amongst our resources

6

LEAN CANVAS PLAN

Create:

Business or Social Enterprise Plan using a Lean Canvas Template
See EC21 and EC22

7

BUDGET

Identify projected costs, income and funding sources

Create a financial plan that is time-bound, goal-oriented, realistic and sustainable

8

PROTOTYPE/ PILOT/ SOFT START

Test your product /service and get feedback

Learn, Adapt, Affirm your approach

9

MARKETING

Create a marketing plan including:

Branding
Messaging
Online Visibility

10

RELATIONSHIPS

Identify key:

Supporters, Services and Stakeholders
Plan how you will nurture, maximise and sustain those relationships over time

Once you have **launched your enterprise**, you can ensure long-term sustainability and growth through developing relationships, building reserves, and creating the ability to adapt and pivot to meet market demands and changing economic, environmental and social circumstances eg: impact of COVID-19.