

YOU HAVE A NEW IDEA, NOW WHAT?

***A basic guide to things to
consider in start-ups***

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Team

- Management
- Programmers
- Designers
- Financial Advice
- Legal Advice

Business Model

- How will you make money?
- What are you selling?
 - Convenience?
 - Security?
 - Ease of use?
- Who will invest?

Intellectual Property

- Copyright (product)
 - compiled product
 - manuals
 - brochures
- Patent (licensing)
- Trade mark (branding)

Market/Competitors

- Size of market?
- Competitors?
- Where is your market?
- How will you start?
- How will you expand?



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