



# ARCHETELOS

## CONSULTING

*Congratulations!*

On taking the next steps to bring your vision to life! Starting a new business can be an exciting and rewarding venture, but it can also be daunting and feel overwhelming if you don't have the right support and guidance.

To help you get started, here are 12 key steps to help you go from conception to launch.

### IDEA GENERATION AND MARKET RESEARCH

- Begin by brainstorming business ideas that align with your passion, skills, and market demand.
- Conduct thorough market research to understand your target audience, competition, and industry trends.

### BUSINESS PLAN DEVELOPMENT

- Create a detailed business plan outlining your goals, objectives, target market, revenue model, and financial projections.
- Your business plan will serve as a roadmap for your venture and a tool to attract investors or secure loans.

### LEGAL STRUCTURE AND REGISTRATION

- Choose a legal structure (e.g., sole proprietorship, LLC, corporation) that suits your business needs and register your business with the appropriate government authorities.

### FUNDING AND FINANCES

- Determine your startup costs and secure the necessary funding through personal savings, loans, investors, or grants.
- Set up a business bank account to keep personal and business finances separate.



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### BRAND DEVELOPMENT

- Create a strong brand identity, including a memorable name, logo, and a compelling value proposition.
- Register any trademarks or patents if applicable.

### PRODUCT/SERVICE DEVELOPMENT

- Develop your product or service, ensuring it meets the needs and preferences of your target market.
- Test your offering and gather feedback for improvements.

### MARKETING AND SALES STRATEGY

- Develop a marketing plan that includes online and offline strategies to reach your target audience.
- Create a sales strategy, including pricing, distribution, and sales channels.

### LEGAL AND REGULATORY COMPLIANCE

- Ensure compliance with local, state, and federal regulations, including licenses, permits, and tax obligations.
- Draft contracts and agreements as needed, such as vendor agreements or employment contracts.

### BUILD YOUR TEAM

- Hire and train employees or contractors with the skills necessary to support your business operations.
- Develop an organizational structure and define roles and responsibilities.

### TECHNOLOGY AND SYSTEMS

- Invest in the necessary technology and systems to streamline your operations, manage finances, and track performance.
- Implement cybersecurity measures to protect sensitive data.



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### SOFT LAUNCH AND TESTING

- Conduct a soft launch or beta test to iron out any operational issues and gather customer feedback.
- Make necessary adjustments based on feedback and performance data.

### OFFICIAL LAUNCH AND MARKETING CAMPAIGN

- Plan a grand opening or official launch event to generate buzz and attract customers.
- Execute your marketing strategy to drive initial sales and build brand awareness.

Remember that starting a new business is a journey filled with challenges and opportunities. Continuously adapt and learn from your experiences to increase your chances of long-term success. Seek to develop a strong support network of mentors and coaches along the way to help navigate potential obstacles.

### LET'S STAY CONNECTED!

If you're in the Columbus Ohio Metro area, join us at one of our FREE StartUP Shops where we explore each of these topics in more detail! Info on our website at [www.atchelps.com](http://www.atchelps.com). Or email us at [Success@atchelps.com](mailto:Success@atchelps.com).



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