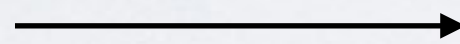
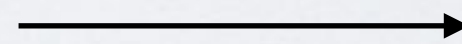


FROM IDEA TO START-UP IN ONE WEEK





Aug 2017



Dec 2017

Problem:

I have an idea, but I don't know what to do next

Solution:

Want a go or no-go. I don't want to spend a year on an idea that will never work, when I can drop it and spend that year on something else!

HOW TO KILL YOUR IDEA AS FAST AS POSSIBLE

IDEA

BUSINESS IDEA

BUSINESS OPPORTUNITY

ACID TEST

«An **acid test** is any qualitative chemical or metallurgical assay which uses acid; most commonly, and historically, the use of a strong acid to **distinguish gold from base metals**»



Is my business idea **gold**, or just
base metal?

The first process to evaluate whether
your business idea could be a business
opportunity

BUSINESS OPPORTUNITY

Attractive

Be a product or a service

Have the right timing

Connected to a sustainable business model and strategy



WHAT TO FIGURE OUT?

1. Need?
2. Big enough market?
3. Scalable business model?
4. Competitive advantage?
5. Timing?

Customer feedback
Customer feedback
Customer feedback
Customer feedback



CALL!

Users and customers
Competitors
Friends and family with knowledge
Interest organisations / NGOs
Suppliers





What do you talk about?

«If I offered you a wonderful product that could solve all your problems, would you buy it?»

YOU **WILL** GET “YES”



DOES THAT MEAN THEY
WILL BUY YOUR PRODUCT?

DON'T LOOK FOR A "YES"

LOOK FOR **INSIGHT**

«**What** are the challenges with your solutions today?»

«**How** could new solutions solve this better?»

«How do you buy solutions like this? **Who makes the decision** of buying?»





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693 kommentarer 541 delinger 78 k visninger

Finn ut mer

... SIGN ME UP.
Liker · Svar · 1 år

... This definitely has ryan written all over it haven't you been wanted one of these??
Liker · Svar · 1 år

... Absolutely in love with this tail. I'd be more than happy to test it out for you and provide whatever feedback you need. 😊 I can understand being a business owner.
Liker · Svar · 1 år

... Do you offer bulk discount 😊
Liker · Svar · 1 år

... ¿How can I help this?
Liker · Svar · 1 år

... I need one!

IN 3 DAYS:

€5,000 PRE-SALE

Checklist of what you need to think of or figure out

Remember that this is a challenging exercise. It is ok to not get in contact with all the people you want to reach out to. It is also ok to have no clue about some of the points. The most important thing is that you start *somewhere*.

Problem and solution:

- What is the problem that needs to be solved? Who needs to get this solved? How is this solved today? Who solves it today?
- How can you provide a better solution to this problem? (technical innovation, business model innovation, or other advantage?)

Customers and market:

- Who will buy this solution? Remember: customers and users aren't necessarily the same person/company!
- What does their buying process look like?
 - a. Do they decide 2 years in advance, or buy on the spot?
 - b. Who makes the decision of buying? One person, or is it a complex process? How long does the process take?
- Industry/sector: what characterises this sector? Are they conservative, do they usually buy on tenders, are they innovative, in growth or mature, etc
- Value chain: who operates in this field? Suppliers, manufacturers, distributors, etc. Where can you place yourself?
- Segmentation of your market/customers. Who will be the first type of customers to target? Do they have any characteristics? Do they have any barriers for buying your product/solution? Do they have any criteria for buying? Find out what their barriers and criteria are!!!

Based on the findings above, here are the next things to think of:

Business model:

- Who will you sell to, how will you deliver value to them, how much and how often will you charge them?
- What is the IP situation of your product/service?

Team:

- What competence do you need in your team? Ideally, map out the different profiles you need in your team (how many, their backgrounds and personalities). How will you find these people?

Financials

- Based on the information you already have, make a qualified guess on your costs and revenues for the coming years. Even though you have no clue yet, set it up, and you will definitely change this later. It's a good way to find out what you still don't know and need to figure out.
 - Number of people and their salaries

- Production and distribution costs
- Marketing costs
- Sales (number of customers, price of product, how often do they pay you?)
- Based on this, when and how much capital do you need? How can you get this? (soft funding, own savings, investor capital)

Based on all the findings above, is this something you think is worth continuing exploring?

- What is still unknown?
- What do you need to figure out before setting up a company?

Congratulations! Now you have a better overview of the potential of your idea, what needs to be done, and you have already contacted potential customers! And if you don't want to continue with this idea, you have saved yourself many weeks/months that can be spent on something else.

DON'T DO PERFECT

DO