

CREATE A ROCK SOLID

# WEED PRESENCE

TO SUPPORT YOUR FUNNELS

"THE MEANING OF A SPLENDID  
DIGITAL IMAGE IS OUTSTANDING RESULTS  
AT EVERY STEP OF THE BUSINESS FUNNEL"

WE HELP STARTUPS TO START

Through this booklet, we aim to guide you towards the digital path that can take you and your business to the heights you've envisioned. The purpose of this booklet is to provide business owners, entrepreneurs, and startups with a direction that helps them establish themselves in the digital world. We believe that a powerful web presence not only enhances the credibility of your business but also supports your business funnel.

Whether it's about attracting customers, building relationships with business partners, or inspiring and engaging employees, a strong web presence acts as a lifeline for all. In this booklet, we've outlined how you can make your website more attractive, improve your social media presence, and advance your business by using various digital marketing tools.

To create an impressive digital image, you must continuously move towards innovation and creativity. Our goal is for you to not only gain knowledge from this booklet but also to implement it in your business practices and experience real change. Let's embark on this journey together and take your business to new heights in the digital world. We wish you the best, and we hope this booklet provides your business with new direction and energy.



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Strengthening web presence = Elevating your business funnel to heights. Let's work together to achieve this

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# Website

To stand strong in the digital world,  
you need a stunning website

A website is the foundation of your business funnel, providing a solid platform for customers, business partners, and employees. When we talk about creating a remarkable digital image, a website plays a crucial role in building and enhancing that image. In today's digital age, where everyone searches for information online, a good website becomes the identity of your business. It is essential to focus on aspects like website design, content quality, ease of navigation, and loading speed. If your website loads quickly, is easy to navigate, and provides clear and attractive information about your business, it will not only attract customers, business partners, and employees but also increase their trust in you. Additionally, a website gives you the opportunity to launch your business in the online market, where you can reach a broader audience with your products and services. It also serves as a base platform for digital marketing activities like SEO, social media marketing, and email marketing. However, just like you can't win a race on a wedding horse, a good and professional website cannot be built cheaply and easily. In this era, where everyone is glued to their mobiles, it is crucial that your website is mobile-friendly. A mobile-compatible website provides everyone with a convenient way to stay connected with your business.

01

## Domain, Hosting & Business Mail Ids

The domain name of your website is the first impression of your business, so it should be easy to remember and relevant to your business. Hosting is the place where your website resides, so special attention should be paid to speed and reliability when choosing it. A business email ID reflects the professionalism of your business, making communication with customers and partners even more effective.

02

## PDFs

Informative brochures, booklets, product catalogs, and corporate profiles available on your website in PDF format give people an opportunity to learn more about your business. These documents not only provide detailed information about your products and services but also project a professional image of your business.

03

## Videos

Video content on your website is the most effective tool in today's digital age. Through videos, you can present your products, services, and business story in a lively and engaging manner. Videos not only attract people to your business quickly but also help in keeping them connected with your brand.

04

## Taglines & Slogans

Powerful headings, subheadings, taglines, or slogans on your website can make your business stand out from the rest. These short but impactful messages deeply embed your brand in people's minds. Good taglines and slogans can make your campaigns more effective, allowing customers, business partners, and potential employees to connect with your business instantly.

# Mobile Application

**It's time to showcase your strength on the web,  
bring your app, and dominate the market**

In this digital age, where everyone is carrying a smartphone in their pocket, building a strong web presence for your business is not just an option, but a necessity. In this context, developing a mobile application is a stepping stone that not only strengthens your business structure but also elevates your dream to new heights. Imagine when your customers, business partners, and employees all connect through a single mobile app, it deepens their engagement with your brand significantly. This is not just an application; it's the soul of your brand, bringing your customers directly to your doorstep. Even your relationships with business partners warm up, as communication and collaboration become much easier through a good mobile app. Now, if we talk about employees, a mobile application can help them become more active and organized at work. Whether it's establishing communication with the team or accessing important documents easily, all of this is possible through a mobile app. Moreover, when your app boosts your brand's image, it becomes a matter of pride for your employees too, motivating them even further. Therefore, if you truly want your business not just to survive but to soar high, make mobile application development your priority. This will not only give your business a strong identity in the digital world but also steer your dreams in a new direction.

01

## Define Your App's Objective

When you are thinking about creating a mobile app, the first step is to clearly define its purpose. This means you need to understand what problem your app will solve or what unique feature it will offer to users. The objective of the app should be so clear that anyone who hears it immediately understands why your app is necessary. This objective will be the foundation of your app, and the strategy going forward will be built on this.

02

## Wireframing

Creating a wireframe is like preparing a blueprint for your app. Here, without focusing on design, you concentrate solely on the structure—what features the app will have, how they will relate to each other, and how they will appear in the user interface. This process helps you and your team better understand the layout of the app, ensuring that everyone, including the development team, is working in the same direction.

03

## Engaging Features

Your app should have features that keep users engaged. This means you need to focus on functionalities and content that are not only useful but also fun and interactive. For example, adding gamification elements, offering personalization options, or providing live chat support. These elements help keep users connected to your app.

04

## Prototyping & User Testing

Once your app's design is ready, the next step is to create a prototype. This is a basic model that shows how the actual app will work. After this, user testing is conducted, where real users are given the prototype to use, so they can provide their feedback and suggestions. This process allows you to understand the app from the user's perspective and make changes if necessary.

# Facebook

## very Like, Every Share is a Step Towards Your Success

Today, Facebook is not just a social media platform but a powerful marketplace and branding tool that offers entrepreneurs a golden opportunity to connect and network with their customers, business partners, and employees. By using Facebook, you can give your business a strong digital presence. Whether it's sharing information about your products, announcing special offers, or establishing a friendly dialogue with people, Facebook serves as an ideal platform for all these activities. Additionally, with the help of Facebook ads, you can reach your target audience, leading to an increase in customer flow in your sales funnel. Through Facebook Pages and Groups, you can keep your brand active among people, understand their feedback, and make improvements to your products or services. Facebook Insights also allows you to track the performance of your campaigns, helping you understand which strategies are working and which are not. In this way, Facebook not only acts as a branding tool for your business but also provides strong support for connecting with people, attracting them, and making them a part of your business. So, if you want to establish your business firmly in the digital world, start using Facebook effectively.

01

### Facebook Business Pages

This is like an online showcase. On this page, you can share information about your business, such as location, contact details, website link, and operating hours. Additionally, you can share details about new product launches, special offers, events, and your company's achievements. People can leave reviews and ratings on your page, which helps build trust and credibility among new customers.

02

### Facebook Reels and Stories

For businesses, the Reels and Stories features offer a tremendous opportunity as they allow you to promote your products or services in a new, interactive way. This not only increases brand awareness but also engages people more with your content. Moreover, Reels and Stories provide a platform for businesses to showcase their creativity, enabling them to share their brand story in an even more impactful way.

03

### Facebook Groups

For businesses, these groups can prove to be an excellent tool as they bring people together based on specific interests, ideas, or goals. In a Facebook Group, you can share information about your products or services, gather customer feedback, and answer people's questions. You can also seek input for new product ideas or build loyalty towards your brand through special discounts and offers.

04

### Facebook Marketplace

This is a feature that allows you to sell your products at the local level. It is especially beneficial for small businesses as it enables them to reach customers directly without any additional cost. This helps businesses increase their online sales.

# Blogs

**A good blog is one that perfectly balances information and entertainment**

In today's digital age, blogs can be a goldmine for any entrepreneur, especially when it comes to building a strong and impressive digital image for your customers, business partners, and employees. Just imagine, when you share your experiences, knowledge, and industry-related thoughts through a blog, it not only establishes you as a credible voice in your field but also gives your brand a strong identity. Blogging also offers SEO benefits, meaning your website can rank higher on search engines like Google, making it easier for more people to find you.

Additionally, blogs give you the opportunity to build a strong connection with your audience. When you solve their problems through your blogs, they start seeing you as their advisor. Not only this, but good blogs can also help you attract new business partners and talented employees, as they reflect the credibility and mindset of your business. So, if you want to grow your business and create a rock-solid web presence to support your funnels, there's hardly a better start than blogging. It can not only elevate your business to new heights but also provide a solid foundation to help you reach your goals.

01

## Quality Over Quantity

When it comes to your digital image, it is essential that the quality of your blogs is top-notch. In the race to post more, don't let your content quality drop. Good content is something that touches the reader's heart, teaches them something new, and solves their problems. Remember, one outstanding blog post is better than a thousand average ones.

02

## Consistency is Key

Just as content quality is crucial, posting regularly is equally important. If you create a schedule and stick to it, your readers will know when to expect new content. This excites them to come back and helps you build a regular audience for your blog.

03

## SEO Practices

To get your blog ranked higher on Google, SEO (Search Engine Optimization) is very important. By following good SEO practices, you can increase the visibility of your blog, bringing more traffic to your site. This includes keyword research, high-quality links, and user-friendly content.

04

## Personalization and Authenticity

The biggest strength of your blog is your own voice. People appreciate content that is filled with honesty and warmth. Share your experiences, tell your stories, and connect with your readers on a personal level. This not only makes them loyal to your brand but also sets your blog apart from others.

# YouTube

Every video is a story, and every story is an opportunity

YouTube is a platform where you can strengthen your business's digital presence and turn it into a funnel for your customers, business partners, and employees. Imagine, when someone watches your video, they not only learn about your product or service but also understand your company's values and your brand's personality. Through YouTube videos, you can tell your story, give demos of your products, share customer testimonials, and even connect directly with your audience through live Q&A sessions. This not only builds trust in your brand but also makes it a platform where you can educate about your products or services while humanizing your brand. Building a strong YouTube channel helps your business attract new people, retain existing ones, and establish your brand as a reliable source. By doing all this, you not only strengthen your digital footprint but also expand your business's potential, creating a solid foundation for your customers, business partners, and employees.

01

## Live Streaming

With YouTube's live streaming feature, you can connect with your audience in real-time. Whether it's a product launch, a workshop, or a Q&A session, going live means you can immediately respond to your audience's questions, listen to their feedback, and create a genuine conversation. This is a powerful way to increase trust and respect for your brand.

02

## YouTube Stories and Shorts

These features allow you to create short, quick, and engaging videos that can be easily shared and viewed. They give you the opportunity to connect with your audience in a casual and entertaining manner. Whether you want to showcase a new product, share behind-the-scenes moments, or give daily tips, these short videos make your brand lively and interesting.

03

## Playlists

With this feature, you can organize your video content by topic, making it easier for viewers to find what they're interested in. This not only makes your channel more user-friendly but also increases your video watch time as viewers tend to keep watching one video after another.

04

## End Screens and Cards

These tools allow you to guide your viewers to other videos, playlists, or even your website at the end of a video or during it. They help make your content more interactive and encourage viewers to spend more time on your channel, thereby increasing their loyalty to your brand.



# Instagram

Those who follow you will also follow your dreams

A powerful profile on Instagram not only informs your followers about your products and services but also lets them see the culture of your business, stories of your team, and those special moments that set your brand apart from others. To make the most of it, first, create engaging and meaningful content that resonates with your target audience. Whether it's product photos, customer testimonials, behind-the-scenes glimpses, or educational content, make sure every post tells your brand's story and creates an emotional connection with your audience. Don't forget to interact with your followers through Instagram Stories and Live sessions, as this is a powerful way to increase their loyalty and interest in your business. Use hashtags wisely so that your posts reach more people and get noticed by Instagram's algorithm. Partnering with influencers is also a good idea since they can take your brand to new heights through their vast follower base. Throughout this process, it's crucial to maintain the credibility and professionalism of your Instagram account, so that whenever a customer or business partner contacts you, they are confident that they are connecting with a trustworthy and strong brand. Therefore, use Instagram smartly and thoughtfully to take your business to new heights by making it an integral part of your business funnel.

01

## Instagram Business Profiles

This gives you the opportunity to connect with people and easily inform them about your products or services. With a business profile, you can add contact information, location, and website details, making it easy for people to contact you directly. Additionally, the Insights feature helps you understand how your posts are performing.

02

## Instagram Shopping

With Instagram Shopping, your store is now digital. This feature allows you to add direct links to your products in photos or videos, making it easy for customers to purchase them. This makes the shopping experience very convenient because customers don't need to go anywhere else. It also increases the visibility of your products and boosts sales.

03

## Stories and Highlights

This feature lets you keep your brand's story alive. Stories disappear in 24 hours, but during that time, you can share new updates, offers, or behind-the-scenes moments with your followers. Through Highlights, you can permanently save these stories on your profile so that new visitors can also see them. It's a great way to showcase your brand's personality.

04

## Collaborations and Partnerships

Collaborations and partnerships on Instagram give your business a new dimension. When you work together with an influencer or other brands, your reach expands, giving your products the opportunity to reach a new audience. This strategy not only enhances your brand value but also helps in building a deeper connection with people.

# LinkedIn

**On LinkedIn, don't just increase your connections, nurture them as well. These relationships can take your business to new heights.**

When you want to build a rock-solid web presence for your business, LinkedIn is the platform that not only gives you the opportunity to present yourself as an expert in the market but also connects you with people who can be valuable for your business. Through this platform, you can share information about your products or services, increase brand awareness, and stay updated on the latest industry trends. However, all of this is only possible when your LinkedIn profile is attractive and professional. This means that you need to craft your profile in a way that not only showcases the depth of your work but also reflects your personality. From your profile picture to your summary, everything should be polished so that anyone who views it is eager to connect with you—whether it's a potential client, a future business partner, or a talented employee for your business. In addition, you should regularly share industry-related articles, infographics, and videos that demonstrate your expertise and knowledge. This will give people in your network the impression that you are an active and aware individual in your field, someone who is not only interested in growing their own business but also ready to help others. So, if you are an entrepreneur and want to take your business to new heights, use LinkedIn wisely. Make it an important part of your funnel and watch how it transforms your business into a strong and trustworthy brand.

01

## Company Pages

This is the place where you can tell the complete story of your business. It is the face of your brand, making the first impression on customers, partners, and future employees. Here, you can highlight your products, services, company culture, and job openings. A well-set-up page presents your business as a professional and trustworthy brand.

02

## Recruiter and Jobs

This feature helps businesses find the right talent. Not only can you post jobs here, but you can also send direct messages to capable candidates. This tool helps you reach talented individuals who can drive your business forward. By using it, you can choose the right people for your team.

03

## LinkedIn Groups

This is an excellent feature that brings people together based on specific industries, interests, or professional topics. Think of it as a virtual meeting room where you can connect with others in your field, share knowledge, and discuss the latest industry trends. For entrepreneurs, it's a goldmine, as it not only helps promote their business but also introduces them to new business partners and clients.

04

## Sales Navigator

This is a premium tool that helps businesses reach their ideal customers. It enables you to target those who are most suitable for your product or service. With its help, you can shorten your sales cycle. Using Sales Navigator, you can boost your sales team's productivity and take your business to new heights of success.

# Google My Business

## Show Customers the Way to Your Business

In today's internet-driven world, if you don't keep up with the times, you'll be left behind. "Google My Business" can take you and your business to a level where anyone can easily find you. It's not just about profits and losses; it's a way to establish your business's identity. Whenever a customer searches for your services or products on Google, your name will appear first. Not only that, but Google My Business also gives you the opportunity to interact better with people. You can directly answer their questions, respond to their reviews, and inform them about new offers or events related to your business. Moreover, essential details like your location, working hours, photos, and important information about your business are easily available, which builds trust and confidence among people. Now, think about how much this will support your funnels when your business provides so much. Your business's digital presence will become so strong that customers, business partners, and employees will be eager to connect with you. This can take your business to new heights, where your dreams come true.

01

### Free Listing

The biggest advantage of "Google My Business" is that its listing is completely free. This means you can showcase your business on Google without spending a single rupee. This strengthens your business's online visibility, making it easier for people to find your business or service. It offers an equal opportunity for everyone, from small businesses to large industries.

02

### Google Maps Integration

When you list your business on "Google My Business," your business also appears on Google Maps. This means that anyone looking for services near you can easily find you. This increases foot traffic to your business or office, and you gain a good reputation in the local market.

03

### Appointment Booking

If your business requires people to book appointments, Google My Business is very useful for you. Here, you can directly offer customers the option to book appointments, which is convenient for them and also increases the efficiency of your business.

04

### Reviews and Interactions

In today's world, people's opinions and reviews matter a lot. On Google My Business, people can share their thoughts and reviews about your business, making it easier for new customers to learn about your business. You can also respond to these reviews, which strengthens your communication with customers.

# WhatsApp Business Account

The direct path to winning your customer's heart  
- WhatsApp Business

The success of WhatsApp is evident from the fact that it has revolutionized the way we communicate. In today's digital age, WhatsApp is the key to your business's success. When your customer or business partner can easily and instantly connect with you, imagine how beneficial that would be for your business. This is exactly what a WhatsApp Business Account offers. By adopting it, you can not only connect with your customers but also provide them with information about your products or services. It is a platform that also allows you to establish communication with your employees. Whether it's sharing inventory details, customer feedback, or information about new offers, everything can be easily shared via WhatsApp. Moreover, WhatsApp Business gives your business a professional look. Your profile can include your business name, logo, contact details, and website link, providing customers with comprehensive information about your business. Additionally, WhatsApp Business enables you to send automated messages. This means that even when you are busy or offline, your customers can still receive an instant response from you. This increases customer satisfaction. So, if you are an entrepreneur looking to take your business to new heights, start using a WhatsApp Business Account. It's not only an easy and fast way to communicate with your customers and business partners but also strengthens your business's digital image.

01

## WhatsApp Business API

In this era of information technology, delivering messages instantly is essential. However, if you need to reach a large number of people at once, WhatsApp Business API is the magic wand designed for B2C or C2C businesses. Whether it's customer service or marketing, the bulk messaging feature of WhatsApp Business API makes everything simple and convenient. It can also be easily integrated with your business software, allowing you to send all the necessary information instantly to those who need it.

02

## Green Tick Verification

The green tick mark verification is proof of the authenticity and reliability of your business. When customers see your business name on WhatsApp with a green tick next to it, they will be assured that they are interacting with a genuine and trustworthy business. This mark of trust attracts customers. However, obtaining it is not easy as Facebook grants it only to large and well-known businesses.

03

## WhatsApp Group

These groups offer a simple way to connect with your customers, business partners, and team members, share updates, and receive feedback. Whether it's about offers or a new product launch, everything can be directly communicated to your customers easily. In these groups, you can conduct polls to gather opinions from all group members, which can greatly help in forming your future strategies.

04

## Automated Messages

Automated messages are a feature of WhatsApp Business that promises to respond to your customers, business partners, and team members 24/7, whether you are in the office or not. It also allows you to develop message funnels, ensuring that your customers, business partners, and team members always feel engaged. This feature makes your business appear even more reliable in the eyes of customers, business partners, and team members.



# Ambition Box

## Enhance the image of your business on Ambition Box, earn trust

When someone—be it a customer, a business partner, or a potential employee—wants to know what the environment inside your company is like, they can either ask you or hear from your employees. However, platforms like Ambition Box provide a stage where customers, business partners, job seekers, and professionals can gain comprehensive information about what's happening inside the company. This website offers honest reviews about different companies, salary details shared by employees, and insights into interview experiences, helping job seekers make informed career decisions. Customers and business partners can find out what your employees are saying about your company. Having a good image on such a platform helps attract the right talent to your company. By looking at employee satisfaction ratings here, you can develop strategies to make your organization more appealing. Utilizing platforms like Ambition Box to build a strong web presence is a great way for entrepreneurs to support their business funnels. Not only does it help them attract the right talent to their company, but it also aids in establishing a trustworthy and reputable name in their industry.

01

### Job Satisfaction Ratings

When job seekers consider applying to a company, the first thing they want to know is how happy the people working there are. Job satisfaction ratings on Ambition Box serve this purpose. Here, you can find out the level of happiness among employees in different companies. This information helps entrepreneurs take the necessary steps to improve their office environment.

02

### Salary Data

Before applying for any job, the biggest question job seekers have is, "What will the salary be?" The salary data available on Ambition Box provides information about the salaries offered for various job roles and in different companies. This allows you to demand a fair salary based on your skills and experience. For entrepreneurs, this data helps in making their job offers more attractive.

03

### Interview Insights

When it comes to interviews, a bit of nervousness is natural for job seekers. The interview insights available on Ambition Box give a deep understanding of the interview processes of different companies. Here, people share their interview experiences, such as the types of questions asked, any special preparations they made, and how they answered. This information is extremely helpful for job seekers.

04

### Comparison Tool

Comparing things is always beneficial. Ambition Box's comparison tool allows job seekers to compare different companies in terms of salary, culture, job satisfaction, and other aspects. This tool helps job seekers in choosing the right job or company. Entrepreneurs can also use this tool to plan how to make their company better than their competitors.

# Google News

**Give your business the platform where every news about you becomes a headline**

Google News can be a strong pillar for your business funnel. Think about it: whenever a customer searches for your company on the internet, they often use Google. If your business appears on Google News, it boosts both your credibility and reach. Now, imagine that fresh and relevant news about your company appears on Google News. This not only strengthens the trust of your existing customers and business partners but also increases the interest of potential employees and customers in your company. All of this fortifies your business funnel. Having a presence on Google News also benefits your SEO (Search Engine Optimization) because Google gives more importance to fresh and relevant content in its search results. This can improve your website's ranking, leading to more traffic and ultimately, more sales. PR agencies can help you achieve this effectively. Their job is to manage your and your company's public relationships. Initially, by releasing press releases about events happening in your company on reputable news websites, you can secure your spot on Google News.

01

## Competitive Advantage

When your business appears on Google News, it sets you apart from your competitors. It not only puts you ahead of them but also enhances the reputation of your brand in the eyes of customers. When news about your business appears on Google News, it signals that you are progressing towards innovation and growth in your field. This attracts new customers and business partners, giving you a significant edge over your competitors.

02

## Increases Social Proof

When your business is discussed on Google News, it enhances your brand's social proof. This means that when people read news about your business, it instills a sense of trust and respect towards you. This not only strengthens the connection with your existing customers and partners but also attracts new people towards your brand.

03

## Improve Global Reach

Google News is global, so when your business is visible here, your reach extends not just locally or nationally, but to an international level. This gives your business the opportunity to reach new markets and customers worldwide. Whether your product is a local specialty or your services cater to specific industry sectors, Google News allows you to promote them on a global stage.

04

## Supports Brand Authority

When your business is featured on Google News, people start recognizing your expertise and knowledge in your industry. This helps your business emerge as a brand that is leading in its field. Whether you are bringing in new technology, solving industry challenges, or promoting innovative ideas, Google News offers you the platform to make your voice heard around the world.

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