

# STARTUP ROADMAP

The journey of a startup is like a treasure map, and the journey of a successful startup is not possible without a perfect roadmap

A Journey Towards  
SUCCESS



WE HELP STARTUPS TO START

“

If you are going to start a startup, first define your startup idea in writing, so that you can be clear about when, what, and how to proceed. After that, create products or services that can attract as many new customers as possible. Then, you need to build an "aura" for your startup that can be trusted, because trust is the real business. Once you've done all this, determine the amount of investment needed and explore options to obtain it, as business cannot be done without capital. Now, create a sales funnel that continuously brings new customers to your startup, and also develop related products or services to "up-sell" and "cross-sell" to these customers. After this, if you want to work "on the business," automate your business processes and develop systems to manage your team's tasks.

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# Define Your Startup Idea in Writing

By defining your startup idea in words, you can turn your dreams into reality

When you don't define your idea in writing, it can be challenging to share it with others; because using words is the only way to communicate your thoughts with others. A written startup idea provides clarity and credibility to people, which inspires them to support and assist your startup idea. When people clearly understand your thoughts, they become more dedicated to your dreams and enterprise. Defining the idea in writing prepares you to think about your idea comprehensively and express it fully. When you see your idea written down, you also identify its shortcomings, allowing you to refine and strengthen it, making it more effective.



1

## Investor Appeal

Without written clarity, your ability to succinctly present your startup idea, highlight its key features, and present it attractively will be diminished. This can reduce the opportunity to impress investors for your startup.

2

## Team Alignment

If you don't define your startup idea in writing, it may be difficult for your team to work cohesively. Defining the idea in writing provides your team members with clarity on the goals being targeted, the tasks to be performed, and their roles.

3

## Legal Protection

Without defining your startup idea in writing, competitors can steal your idea. Defining the idea in writing allows you to take relevant legal protection measures to safeguard the idea. This increases the security of your idea.

4

## Progress Measurement

Without defining your startup idea in writing, there won't be clear criteria to measure and evaluate your progress. By expressing the idea in writing, you can track its progress and make necessary adjustments to align it with success criteria.

# Create Products or Services That Can Attract New Customers

If you create a product or service that can attract as many people as possible to become your customers, then know that nothing can stop your startup from being successful

In the absence of products or services to attract new customers, people will not show interest in your company, which can lead to a shortage of customers and you may not be able to achieve your goals. If your startup does not have products or services to attract new customers, people will not recognize your company as a major brand. This can affect your company's reputation and make your company appear less trustworthy in the eyes of people. Without products or services to attract new customers, your company may face difficulties entering new markets and your expansion opportunities could be limited.



1

## Understand Customer Needs

To attract new customers, you need to understand their needs. Understand their interests, needs, and desires, and ensure that you can create products or services with your skill set that meet their requirements.

2

## Market Survey

Study the market for your product or service. Identify which products and services already exist in that market and how your product or service can be different from them.

3

## Improve and Innovate

Use the latest technology and techniques to innovate your product or service. Ensure that your product or service is aligned with current trends and user needs.

4

## Test Your Product or Service

Create a good marketing and promotional strategy to certify your product or service in front of customers. You can use various mediums such as social media, advertisements, YouTube videos, email, etc. Showcase the benefits and uniqueness of your product or service attractively.

# Create an "Aura" for Your Startup That Can Be Trusted (Part 1)

No matter how good your products or services are and no matter how much money you spend on marketing, until your customer trusts you and your company, they will not buy from you. Then, who will you sell to?

If you do not create an "aura" of trust around your startup, your company's identity might weaken, which can affect your credibility and make it difficult for customers to trust you. Secondly, you may find it difficult to showcase your startup's products or services in the market because, without a trusted company aura, it may be challenging to reach your target customers. Thirdly, your competitors may surpass you as startups with a strong aura can outshine yours. Additionally, you may find it difficult to impress investors and partners, as they consider your company's aura to be significant.



1

## Incorporation

Creating a separate identity for your business is crucial. It instils pride in people for having purchased from, worked for, or invested in your business, whether they are customers, employees, or investors.

2

## Intellectual Property Rights

When your business name or trademark has a TM symbol, it shows that the name or logo is commercially registered. Similarly, when the © symbol is visible on your catalogue or website, it indicates that your content is copyrighted, presenting you as a brand in the eyes of the viewer.

3

## Startup Recognition

The world will recognize you as a startup only when you are approved under the Government of India's Startup India scheme. Therefore, ensure your startup is recognized under this scheme. It will provide your startup with customer trust as well as the benefits of government schemes.

4

## Other Registration

GST, MSME Registration, and ISO certification further enhance your company's credibility. These government certificates and recognitions verify your business and help instil trust in your customers towards your company.

# Create an "Aura" for Your Startup That Can Be Trusted (Part 2)

"Compliances, Web Presence, Content Production, and Social Media Optimization  
- all these will help create an 'Aura' for your startup"

To maintain credibility in the eyes of the government, investors, and banks, it is essential to fulfil necessary compliances. Web presence is also important, where credibility is established using a good website, social media profiles, mobile applications, landing pages, blogs, and other online platforms. Additionally, content production is crucial because, without useful and creative content, we cannot make our website effective, increase followers on social media, or engage in marketing. Through social media optimization, you can also enhance your profile, gain more followers, and steer your business towards success. Proper effort in all these aspects will help provide your business with a quality identity.

1

## Compliances

To create a 'Good Boy' image of your company in the eyes of the government, investors, and banks, you need to keep all applicable compliances updated. This will ensure that your company faces no issues in obtaining government approvals, and in addition, your company will gain financial stability and potential investment opportunities.

2

## Web Presence

Web presence doesn't just mean creating a website. Besides a website, web presence includes social media profiles, mobile apps, landing pages, blogs, review platforms, and other online platforms. A strong web presence is crucial for establishing credibility, reaching a large number of customers, building relationships, and promoting products or services digitally.

3

## Content Production

You must have heard the phrase "Content is the king" many times, but in today's world, this is the actual truth. Without content, we can neither create a good website, increase followers on social media, nor engage in marketing. If we want to win people's trust, we must create useful and creative content for our target customers

4

## Social Media Optimization

Today, the strength of a person or a business is measured by the number of followers they have on social media and the number of people that have liked them or their products. You need to create a creative profile for both yourself and your business on major social media platforms.



# Determine the Investment Amount and Explore Options to Acquire It

In the early stages of a startup, investment is not only about money but also about finding mentors and advisors who can navigate this journey for you.

If you develop a problem-solving product or service for a large audience, your customers will be your best source of funding. However, you might feel the need for external funding because instead of using your creativity, and developing new skill sets, you prefer to copy a successful business model, product, or service where there is already competition. To beat such competition, funding is necessary. Today, you often hear about startups receiving millions or even billion in funding, which has ingrained the idea that a startup inherently requires funding, much like how 'cold' is associated with. But in reality, it's not like that.

Today, if you want to become a successful entrepreneur, adopt an asset-light business model, use creativity and your skill sets, develop new skill sets within yourself, and take the help of technology and tools. In that case, you might not need funding at all.



1

## Business Planning

To get funding, first prepare a business plan for your startup. It should include all the details of your business, such as revenue model, products and services, marketing strategy, funding need, fund utilization, customer acquisition model, registration and certification, team details, projected financials, etc.

2

## Source of Funding

After that, you should investigate various funding options. These may include bank loans, obtaining private equity from investors, startup accelerators, or partnerships. You should analyze the benefits, drawbacks, and conditions of different options to select the most suitable one according to your needs.

3

## Networking

Then, you should establish contact with relevant business communities, investors, angel investors, and startup accelerators. Create a support network that can help you access financial resources.

4

## Government Schemes

Many national and international, governmental and non-governmental organizations provide funding assistance. You can check with your local industry ministry or entrepreneurship department to see if there are any schemes available to support your startup.



# Build Your Sales Funnel

To make your startup successful, you need to attract as many customers as possible, and for that, you must have a clear and effective sales funnel.

A sales funnel is an effective sales process designed to guide people from being targeted prospects to becoming customers. It divides the customer's journey into different stages. Initially, awareness among people is raised by providing primary information about your product or service. Then, interested individuals are evaluated, nurtured, and presented with a qualified offer, focusing ultimately on their decision and purchase. Through the sales funnel, more and more customers are attracted, and a relationship of trust is built that increases the likelihood of them staying with you for the long term.



1

## Prospecting

In the first aspect of the sales funnel, you need to raise awareness about your product or service. For this, you should use a comprehensive and effective marketing strategy that may include tools like social media, email marketing, blogging, and webinars.

2

## Profiling

Profile the interested individuals well and target them with drip campaigns. This will help you make your sales funnel more effective. Based on personal interests, you can develop effective messages and content for individuals that will attract them to your product or service.

3

## Nurture

You need to nurture those interested individuals who showed interest in the first two aspects. This means you have to stay in touch with them, providing them with valued content to motivate them to move forward through the designated stages. Your goal here is to build their trust so that they stay with you for a long time.

4

## CRM

You should use effective Customer Relationship Management (CRM) software and appropriate tools and techniques to maintain contact with customers. This way, you can continue providing relevant content and offers to customers, guiding them to the stage where they can focus on the purchase decision.

# Create Products or Services for "Up-sale" and "Cross-sale"

The customer Acquisition Technique aims to connect new customers with the business, while the "Up-sale" and "Cross-sale" techniques aim to increase purchases from existing customers.

If products or services specifically designed for cross-sale and up-sale are not available, the company may face several losses. Firstly, customers will not receive additional features related to the products or services, which could reduce their satisfaction. Secondly, your company may lack attractive options for marketing, which could affect the sales and revenue of your products or services. Thirdly, the company may face a lack of customer loyalty, and those customers may go elsewhere for additional features. Due to these potential losses, companies need to design their products and services specifically for up-sale and cross-sale to meet customer needs, increase revenue, and enhance customer satisfaction.



1

## Analyze Buying Patterns

Analyze the needs, desires, and buying patterns of your current customers. This will help you understand their demands and identify the necessary changes to develop products or services.

2

## Identify Related Products

Identify products and services related to your existing products and services. This will help you prepare a proposed range of products or services.

3

## Upgraded Versions

Based on customer needs, consider offering upgraded versions of products or services. This will help increase sales of your premium products or services and provide better and more complete solutions to customers.

4

## Promotional Offers

Arrange various promotional offers, discounts, or bundling to up-sell and cross-sell to customers, and properly guide them through the purchasing process. Provide convenient and straightforward signals so that customers can purchase those additional products or services.

# Automate Your Business Processes

"Automation gives you the time to do the tasks in your startup that only you can do. Repetitive tasks for your startup can be automated."

When automation is not used in business, efficiency can decrease because manual processes take more time and effort. Along with this, the risk of human error increases, which can affect performance. Due to the lack of rapid updates to business processes, the company can fall behind its competitors in terms of performance. Additionally, customer satisfaction may decrease because automation can understand their individual needs. Moreover, performing manual tasks can reduce the productivity of both employees and yourself, leading to wasted time. For all these reasons, the absence of automation in business can lead to losses.



1

## Identification

First, analyze your business processes and identify which tasks can be automated or delegated. For clarity, you can also use process charts or flowcharts.

2

## Software & Tools

Once you have prepared the list of processes, select the appropriate software or tools that can meet your needs. You can use Google Sheets for this purpose, or choose from the ready-made software available in the market, or even develop customized software.

3

## Data Migration

After selecting the software, take the necessary steps to properly store your current data because this is crucial for your system to work correctly.

4

## Testing & Training

Create a prototype for the automation system and test it. This will allow you to correct any errors in the system. After this, implement the system in your business and provide appropriate training to your employees.

# Automate the Marketing Process

"Nowadays, automating the marketing process has become more than a necessity. It is a crucial tool for your startup to attract as many customers as possible."

Failing to automate the marketing process can lead to several disadvantages. First, it will take more time and manpower to perform every task manually. This can affect your thoughtfulness and innovation. Second, there may be a decrease in customer contact, and you may not be able to manage your marketing campaigns properly, which will affect the ROI of your marketing campaigns. Third, problems of irregularity and disorganization can arise, impacting your marketing efforts. Automating the marketing process is essential so you can save time and manpower, develop new strategies, increase customer contact, and keep your marketing campaigns running smoothly.



1

## Marketo

This is a powerful marketing automation platform that offers features like lead management, email marketing, customer segmentation, campaign management, and personalized content creation.

2

## Mailchimp

This is a renowned email marketing platform that also offers marketing automation features. It allows you to run automated email campaigns, segment your customers, and track campaign performance.

3

## Drip

This is an e-commerce-focused marketing automation platform that helps businesses create personalized customer experiences. It includes features such as email marketing, customer segmentation, and automation workflows.

4

## Get Response

This is a comprehensive marketing platform with automation features, including email marketing, landing page creation, webinar hosting, and CRM integration.



# Automate the Customer Service Process

"Automation is like an assistant for customer service, providing employees with more time by automatically handling routine tasks."

When the customer service process is not automated, several disadvantages can arise. Firstly, there can be a waste of time in the customer service program due to the lack of automation. This can result in time being unnecessarily consumed. Secondly, there may be a lack of personalized interaction with customers, leading to a loss of trust and delays in solving customers' problems.

The lack of personalization can affect customer satisfaction. Therefore, organizations need to choose a balanced automation tool to avoid these disadvantages and to enable the automation of necessary processes for improving customer service.

1

## Salesforce

This is a leading automated CRM (Customer Relationship Management) software for customer service. It helps manage customer contacts, purchase history, complaints, and issues.

2

## HubSpot

This is an excellent customer service and marketing platform that is convenient for automation. It assists with email marketing, lead nurturing, social media scheduling, landing page creation, and analysis.

3

## Zendesk

This is a premier customer service platform that offers features like a ticketing system, chat support, and telephone support. By using its automation and various extensions, you can automate customer service processes.

4

## Zoho CRM

This is a leading contact management software that aids in automation. It helps manage customer contacts, services, sales, marketing, engagement, and other operations.

# Develop a System for Managing the Team and Their Tasks

Assigning the right task to the right person at the right time is a sign of good team management.

Develop a simple system for managing the team and their tasks. First, define the team's job profiles, SOPs, KRAs, and KPIs. Then, use online collaborative tools to facilitate communication and cooperation among team members. Monitor tasks using a task management system; check progress, adhere to timelines, and keep everyone informed with updates. Hold regular meetings with team members to maintain continuous contact. Use productivity tools like email, task list applications, and document sharing apps. Update the system based on the team's needs, work priorities, and implementation capabilities. Prioritize security and privacy, and provide full information and training on the new system to team members. Regularly update the system, including new productivity tools, features, and training programs. All of this will help you build an organized and effective system that improves team collaboration and time management.

1

## Trello

This is a visually appealing and user-friendly task management tool. It uses boards, lists, and cards to organize and prioritize team tasks. It includes features such as due dates, checklists, attachments, and team collaboration.

2

## Asana

This is a comprehensive task management tool that allows team members to create projects, assign tasks, set due dates, and track progress. It offers various reports, such as Kanban boards and timeline reports, which help in visualizing tasks and deadlines.

3

## Monday.com

This is a popular team collaboration and task management platform that helps teams plan projects, track progress, and execute tasks effectively. It provides customizable dashboards, timelines, and automation features to streamline workflow and task management.

4

## Wrike

This is a versatile task management tool. It offers features such as task assignment, document sharing, time tracking, and real-time collaboration. It is suitable for teams of all sizes and supports customizable workflows.

# Myths and truth

**Myth:** Defining an idea in writing can lead to competitors stealing it.

**Truth:** No, defining an idea in writing gives you the opportunity to take legal protection measures for your idea. This increases the security and protection of your idea.

**Myth:** To attract new customers, having a good product or service is enough.

**Truth:** Having a good product or service is essential, but it is not enough alone. The focus should be on meeting the customers' needs and offering something unique in the market.

**Myth:** A website alone is enough for web presence.

**Truth:** Web presence is not limited to just having a website. It includes social media profiles, mobile apps, landing pages, blogs, review platforms, and other online platforms. A strong web presence is crucial for establishing credibility, reaching customers, building relationships, and promoting products or services digitally.

**Myth:** A startup is identified only by recognition from the Startup India scheme.

**Truth:** Building the aura or identity of your company cannot be achieved through official registration and government certificates alone. This is just the first step and does not guarantee that your company will be trustworthy and successful. To build a startup's identity, you need to provide high-quality products or services, be significant to customers, and use effective marketing and publicity strategies.

**Myth:** Compliances should be done only after receiving notices from the government department.

**Truth:** Timely compliances not only save you from hefty penalties but also help your company gain credibility in the eyes of the government, investors, and banks.

**Myth:** Only funding is required to successfully start a startup.

**Truth:** Having funding does not guarantee success. Along with the funding amount, a good business plan, presentation of developed products or services, market recognition, and management skills are also important.

**Myth:** Sales funnels are only for large industries.

**Truth:** Sales funnels are important for all types of businesses, whether it is a small startup or a large company.

**Myth:** Upselling and cross-selling products or services will make customers dissatisfied.

**Truth:** If you propose appropriate products and services that meet customers' needs, they will be happy with the additional features.

**Myth:** Automation requires technical knowledge.

**Truth:** While technical knowledge is important for automation, there are many simple software and tools available today that can be used without any prior technical knowledge. Therefore, specialized technical knowledge is not necessary for automation.

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