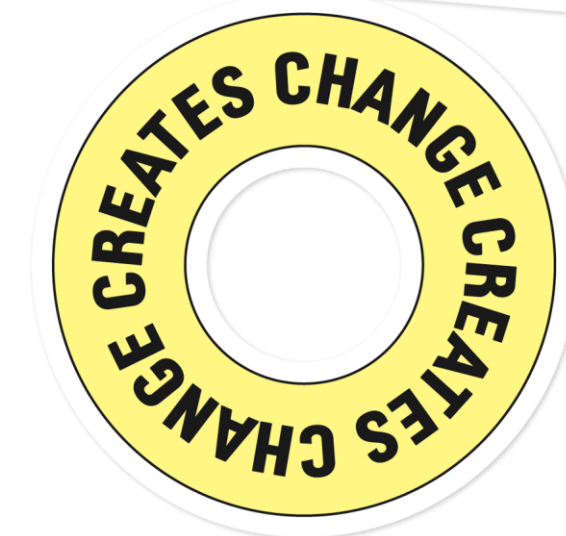
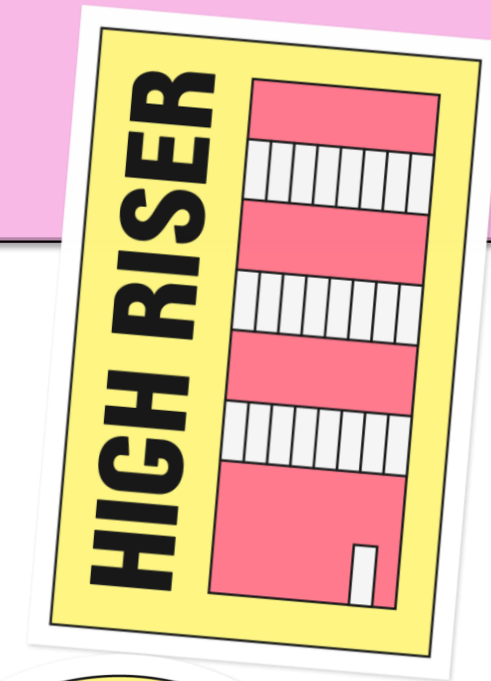
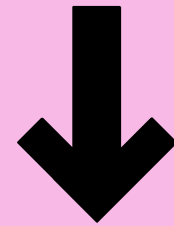


7 STEPS TO GETTING STARTED



HOW TO MAKE THE MOST OF THIS SESSION

WHY IT'S IMPORTANT

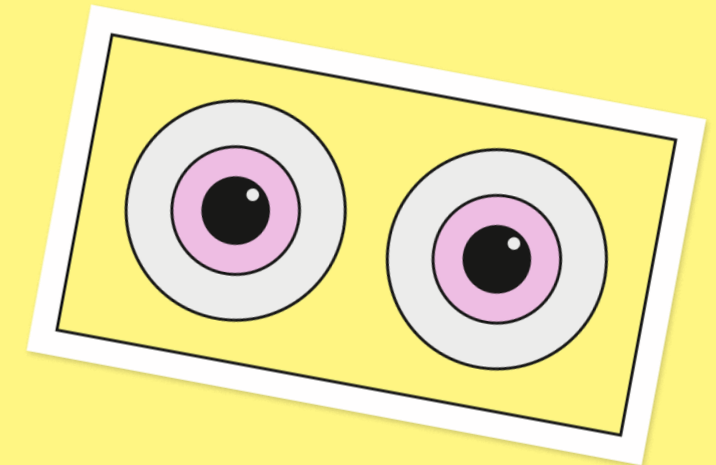


- Useful overview & broad reflection on the **key elements** & **building blocks** when getting started with your idea, project or venture
- Understanding the **steps to take** to cover all bases when getting started
- A way to break things into **small chunks** & make it **manageable**

SESSION OVERVIEW



- Summary of **7 steps** to take when getting your idea or project off the ground
- Covering **research & planning** – to **idea refinement** – to managing risks and seeking funding, support & investment
- Links to **tools & bite-size resources**



7 STEPS TO GETTING STARTED

1. TAKE STOCK

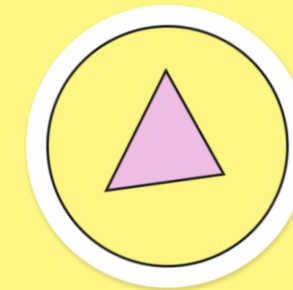
- Why do you want to start this creative project?
Freedom / flexibility / solve a problem
- Service or product?
- What are your skills?
- What would you like to do?
- Part-time? Or full-time?



7 STEPS TO GETTING STARTED

2. REFINE YOUR IDEA

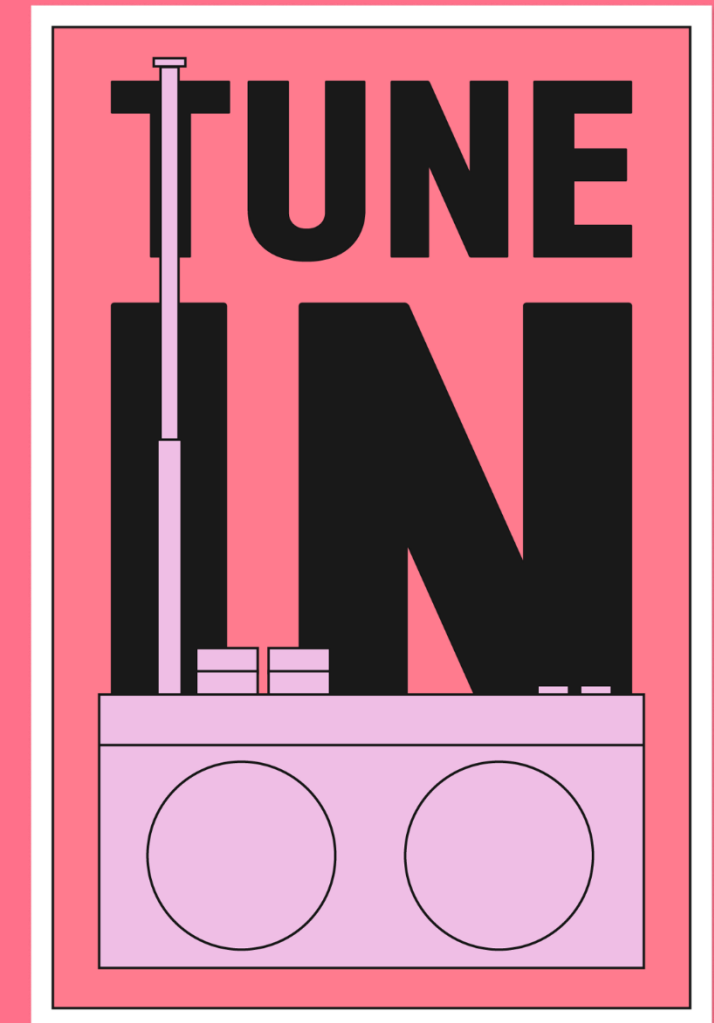
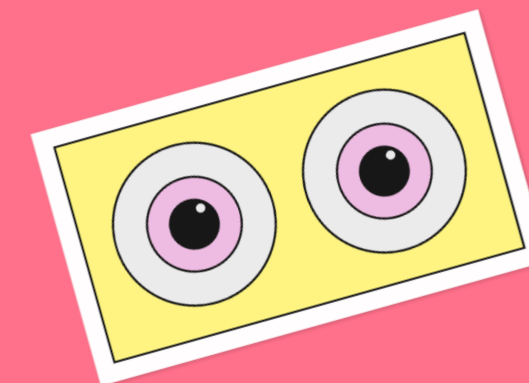
- Use a business model canvas tool



7 STEPS TO GETTING STARTED

3. DO SOME RESEARCH

- Who will buy your product or service?
- Who are your competitors?
- How easy is it to get a customer
 - how will you best communicate with them?
- What makes you attractive to a customer?



7 STEPS TO GETTING STARTED

4. MAKE A PLAN

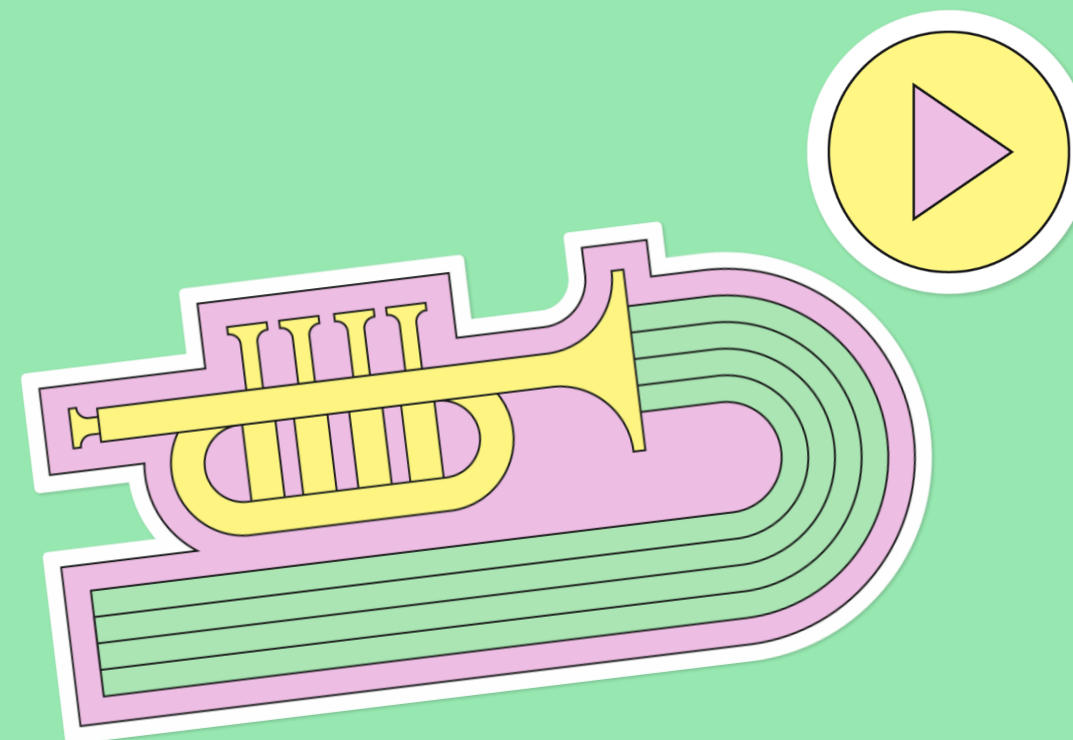
- Develop a roadmap – the things you need to do to reach your goals
- Think **SMART** – Specific, Measurable, Achievable, Realistic & Timebound
- Set milestones & assign names to tasks to ensure accountability



7 STEPS TO GETTING STARTED

5. THINK ABOUT THE LEGAL STRUCTURE

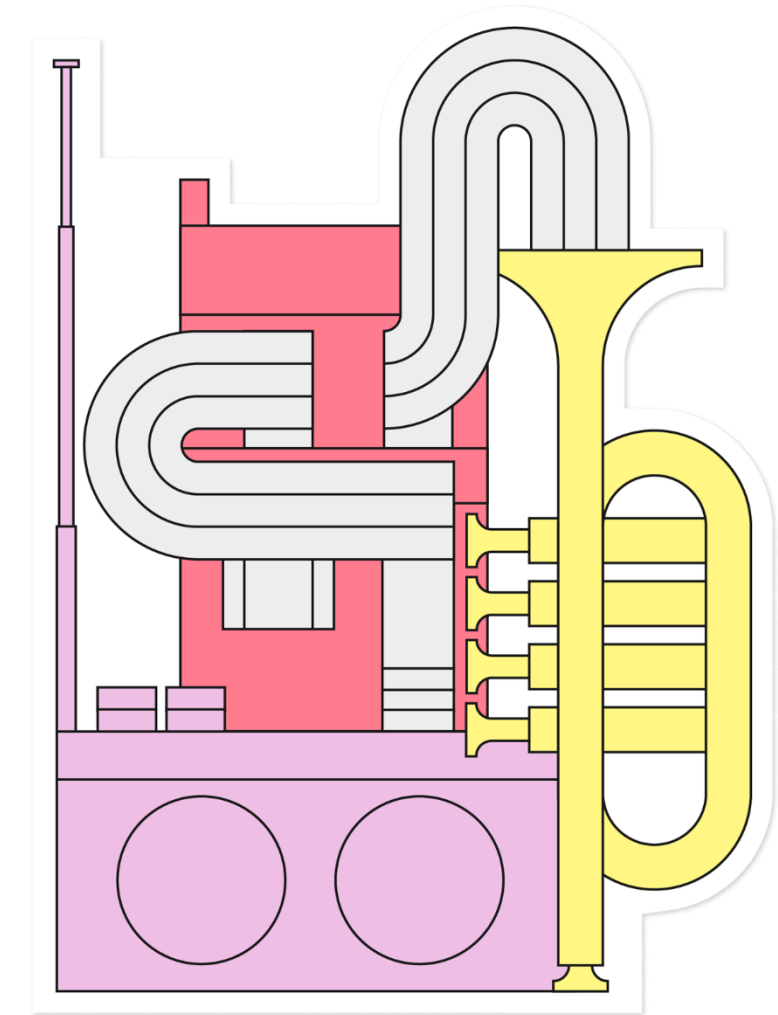
- And other things such as how you will govern, manage & run your organisation
- Risks involved and how you will manage them
- Policies & procedures needed, accountancy, insurance etc.



7 STEPS TO GETTING STARTED

6. FUND YOUR PROJECT OR IDEA

- What are your investment & funding options?
- Where might your search for further information and to access support?



7 STEPS TO GETTING STARTED

7. HOW WILL YOU RUN YOUR PROJECT OR IDEA?

- Home office, co-working space, own premises?
- Daily, weekly, monthly, ad hoc?

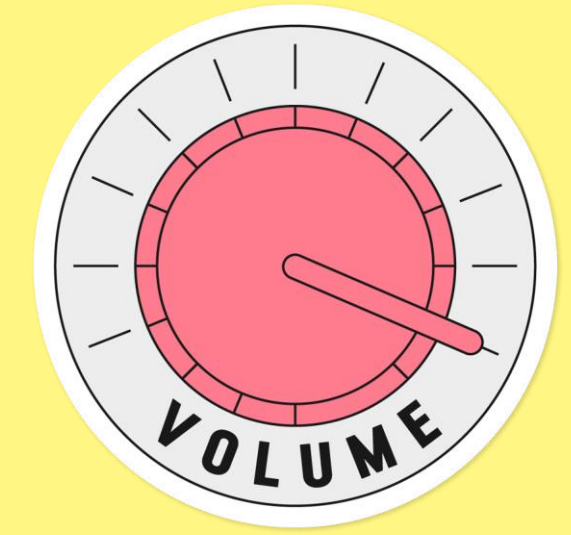


7 STEPS SUMMARY

WHICH ARE A PRIORITY? HAVE YOU TICKED ANY OFF ALREADY?

- 1. Take Stock**
- 2. Refine Your Idea**
- 3. Do Some Research**
- 4. Make A Plan**
- 5. Think About the Legal Structure**
- 6. Fund Your Project or Idea**
- 7. How Will You Run Your Project or Idea?**





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