



Seriously ... 3 Weeks?



3 Weeks to Startup

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Atlanta 2011

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Funding Reality



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7. Half-vast financing



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\$10,000



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Reality on Failure Rates

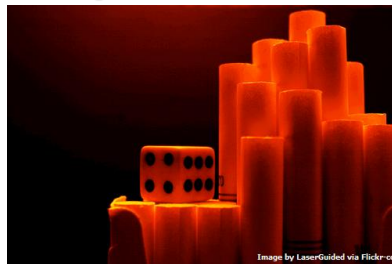


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Week One
Main idea
Talk to co-founders
Get it in writing
Name it
Initial sales forecast
Initial expense budget
Estimate starting costs
Make the first sale

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3. Failing to Plan



You want to go here

You are here now



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Define Success



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6. Ideas ≠ Opportunities

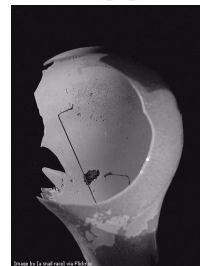


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Needs



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Really: Needs and Wants



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What's the Need Here?



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What's the Need Here?



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What's the Need Here?



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What's the Need Here?



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1. No Real Need

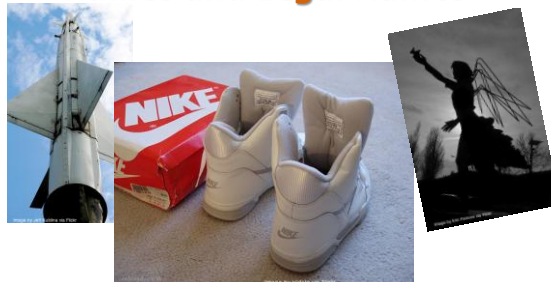


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Names and Legal Names



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Write it Down



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Sign It



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8. Verbal agreements



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Week Two
Marketing strategy
Look and feel
Onto the web
Merchant account
Insurance
Initial expense budget
Recruiting

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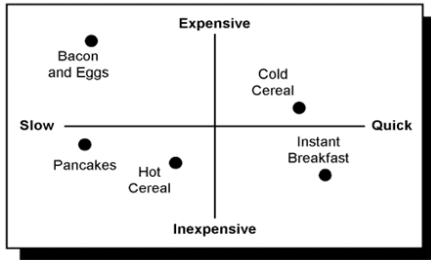
5. Trying to do Everything



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4. Pricing too Low



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Marketing = Pricing



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Displacement



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Knobs You Can Turn



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10: Unrealistic Forecasts



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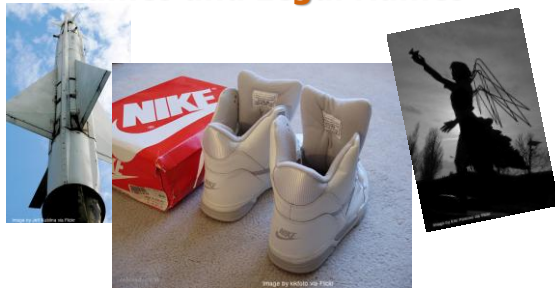
Week Three

Location
Set up bookkeeping
Make it legal
Initial hiring
Settle the financing
Make the sale

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Names and Legal Names



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Lawyers & Legal Entities



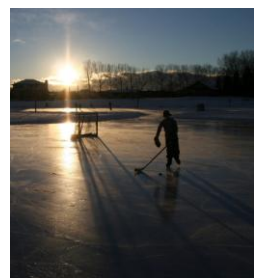
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Find a Business Lawyer



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9. Incomplete Teams



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Your Business Location



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Your Business Location



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Find a CPA



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2. Not Enough Cash



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Beyond 3 Weeks
Make the sale
Pay your taxes
Customer service
Marketing
Employer policies, systems

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10: Unrealistic Forecasts



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9. Incomplete Teams



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8. Leaving the legal for later



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7. Half-vast financing

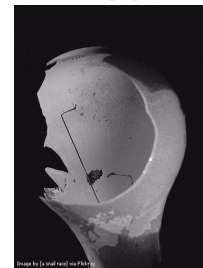


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6. Ideas ≠ Opportunities



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5. Trying to do Everything

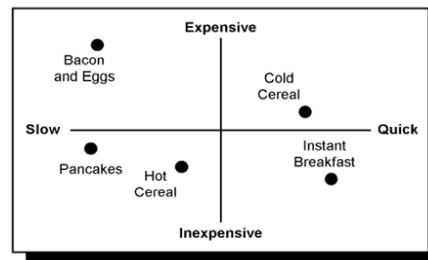


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4. Pricing too Low



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3. Failing to Plan



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2. Not Enough Cash



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1. No Real Need



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My Blogs



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