



DATE & VENUE (TBA) BUSINESS STARTUP

8 Simple Steps to Earn Your First Revenue

Governments are supporting the entrepreneurial communities in a wide range of industries and locations. The first thing you will need is a high-quality business plan, supported with the right performance indicators. In this workshop, we give you the confidence arising from quick wins.

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AMPLIOS CONSULTANTS

10 Anson Road #27-15
Singapore
+65 98360607

Ampliosrisk.com

Same Day Startup

8 Simple Steps

INTRODUCTION

This program is an important member of our corporate management performance improvement training and implementation sequence.

In response to the international financial crises, governments are supporting entrepreneurial communities in the establishment of startups in a wide range of industries and locations.

In many cases, the opportunity to consider a startup can come from corporate restructure due to technology changes, growth by acquisition or by divestment. A particular activity in the business process or supply chain may now not need a full-time employee. Experienced personnel may be invited to consider a contract role and, on a mutually beneficial basis, work for more than one organization needing their particular service. Equipment maintenance has been an example of this for many years.

To assist in this process, we have developed a set of tools and methods aimed at the development of a high quality business plan for presentation to banks and other stakeholders.

OBJECTIVES

Upon completion of this training program participants will be able to return to their workplaces and:

- Select a target industry segment and location
- Make a “Go/No-go” decision on strategy
- Prepare a draft business plan
- Calculate their planned return on investment
- Prepare a draft presentation to investors

TRAINING METHODOLOGY

We emphasize learning by doing. After explaining the planned outcomes and our path towards achieving them, we communicate the learning messages in small chunks. These are reinforced by brief video examples, case studies from our experience and cases from the participants' experiences. Group exercises using interactive software and audience opinion polls are employed. We take care to avoid information overload.

IMPACT ON THE ORGANIZATION

The program is designed to have impacts such as:

- Clear understanding of the benefits of outsourcing
- Improvement in the entrepreneurial spirit
- Understanding of the macro and micro economies
- Understanding of product life cycles
- Employee support for corporate strategy

IMPACT ON THE PARTICIPANT

The program is designed to have impacts such as improvements in:

- Understanding of Value Chains
- Understanding of Supply Chains
- Investment risk assessment
- Readiness for promotion within the company
- Readiness to initiate a startup

WHO SHOULD ATTEND?

The program is designed for:

- Senior executives in private organization
- Middle management in private organizations
- Fresh graduates seeking independence
- Established employees seeking extra income
- Business management consultants

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Program

- Introduction – Keys to Success
- Step 1: Choosing your Investment Industry
- Step 2: Market Research
- Step 3: Competition Research
- Step 4: Investment Risk Analysis
- Step 5: Capital Expenditure
- Step 6: Financial Modeling & Scorecards
- Step 7: Business Plan Preparation
- Step 8: Business Plan Presentation
- Question time

CONTENT EXAMPLES

Some examples of the content are shown in the following graphics:

1. Why establish a Startup

- Traditional job security is fading
- Corporations are training staff in very well established procedures and processes – a startup has more agility
- The startup industry is booming and has very good support from both government and specialist service providers
- Establishing a startup forces you to update your skills



2. Risk of failure

Major reasons for failure are:

1. Poor market research
2. Poor funding
3. Team incompatibilities
4. Product / services not competitive on quality
5. Product / services not competitive on price
6. Poor business planning
7. Poor marketing



6. Competitive intelligence

Before investing in a startup, we need to act like a buyer, searching the Internet for the products and/or services we have in mind.



Competitive intelligence

A procurement competition model is excellent for this.

Competitive intelligence

Competitive intelligence is the action of defining, gathering, analyzing, and distributing intelligence about products, customers, competitors, and any aspect of the environment needed to support ... [Wikipedia](#)

7 Steps for a business plan:

1. Research, research, research. ...
2. Determine the purpose of your plan. ...
3. Create a company profile. ...
4. Document all aspects of your business.
5. Have a strategic marketing plan in place.
6. Make it adaptable based on your audience. ...
7. Explain why you care.



<https://www.entrepreneur.com/article/281416>

8. Website establishment

Using the available templates, your website can be up quickly



9. Marketing your services

Youtube is becoming very popular as a marketing medium.

The combination of video and voice is proving to be a winner.

