

STEPS FOR SUCCESS

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BUSINESS ANGEL

- Private Individual
- High net-worth and business experience
- Directly invests in new and growing businesses



BUSINESS INCUBATORS

- Organization
- Helps startup companies and entrepreneurs
- Providing fullscale range of services



BUSINESS ACCELERATOR

- Program
- Support Early-stage and Start-up businesses
- Investments, short-term mentoring and training



1. Antler

2. HighTechXL

3. Entrepreneur First

4. Ufounders

5. Lanzadera Accelerator

1 Entrepreneurs' Organization

- Forum for sharing your challenges
- Help from a personal mentor
- Access to large networking events

2 FoundersCard

- Exclusive discounts on hotels
- Discounts on travels
- Business and lifestyle products and services

3 Youth Entrepreneur Council

- Invitation-only organization for 40 and under
- Support through forums
- Discounts on products and services

4 Youth President's Organization

- Global educational and networking opportunities
- Members exclusively 45 and under

5 Vistage

- CEO and executive coaching
- Leadership development and mentoring

BUSINESS MODEL CANVAS

Business tool used to visualise all the building blocks when you want to start a business, including customers, route to market, value proposition and finance. You could also try the Lean Canvas, a 20min, 1-page business plan template that helps you pull apart your idea.



The funding source to start with is yourself.

Loans from friends and family.

Credit cards.

Crowdfunding sites.

Bank loans.

Angel investors.

Venture capital.



PITCH IN MARKETING

A proposal sent to a prospective client meant to persuade them to try a brand's products or services. This can also describe the presentation given to potential investors.

SUCCESSFUL STORIES

In 2007, Melanie Perkins was working a part-time job while studying in Perth, Australia, teaching students how to use desktop design software. The software was expensive, complex, and required a semester's worth of instruction to learn how to use, prompting Perkins to ask, "Is there a way this could be simpler and less expensive?"



Perkins's goal to create an affordable, simple, online design tool was originally turned down by over 100 investors—it wasn't until three years into her pitching process that Canva received its first investment.

Perkins credits this investment to a shift in her pitching strategy: She began leading with the relatable problem Canva aims to solve.



"A lot of people can relate to going into something like Photoshop and being completely overwhelmed," Perkins said in an interview for Inc. "It's important to tell the story, because if your audience doesn't understand the problem, they won't understand the solution."



Today, 60 million customers use Canva to create designs across 190 countries.

Perkins's story reflects the importance of effectively communicating the value of a business idea, as well as the tenacity and resilience required for entrepreneurial success.