

# How to turn an idea into a start-up

## Framework



# Business Planning

## Stakeholders

Action

Completion Date

Notes

## Macro environments

Action

Completion Date

Notes

## Micro environments

Action

Completion Date

Notes

## Mastermind group

Action

Completion Date

Notes

# Product Development

## Online research

Action

Completion Date

Notes

## Findings and feedback

Action

Completion Date

Notes

## Modelling

Action

Completion Date

Notes

## Testing

Action

Completion Date

Notes

# Intellectual Property

## Identify

Action

Notes

Completion Date

## Protect

Action

Notes

Completion Date

## Commercialize

Action

Notes

Completion Date

# Promotion

## Promoting yourself

Action

Completion Date

Notes

## Promoting your brand

Action

Completion Date

Notes

## Engage key personnel

Action

Completion Date

Notes

## Social channels

Action

Completion Date

Notes