

Steps to get started

1

Finalise and validate your business idea

- Complete any remaining market research.
- Adjust your concept based on feedback and data.

2

Develop a detailed business plan

- Use templates to make sure all sections are covered.
- Get feedback from mentors or business advisers.

3

Make sure you're compliant

- Complete all registration processes.
- Make sure you're following all the legal steps for your business type.

4

Secure funding

- Prepare financial statements and projections.
- Approach funding sources with a convincing and well-prepared pitch.

5

Set up operations

- Choose and implement the appropriate technology tools.
- Establish operational procedures and policies.

6

Launch your marketing

- Build your website and optimise it for search engines.
- Don't wait too long to build your website. And don't forget to factor it into your budget too.
- Start to create content and generate social media engagement.

7

Network and build relationships

- Join industry associations and local business groups.
- Attend events and workshops to expand your network.

8

Don't stop learning

- Regularly review your business plan and strategies.
- Be ready to make changes based on performance data.

Extra reading, websites and resources

Here are some websites and resources to help you manage your business. Make sure you explore other options too, to find what works for your business.

Books

- [The \\$100 Startup by Chris Guillebeau](#)
- [Good to Great by Jim Collins](#)

Websites

- [Santander Breakthrough](#)
- [SmallBusiness.co.uk](#)

Online courses

- [Santander Open Academy](#)
- [edX](#)

Templates and tools

- [Canva](#)
- [Business Model Canvas](#)

Podcasts

- [The Diary Of A CEO with Steven Bartlett](#)
- [The Next 100 Days Podcast](#)

Business insurance

- [AXA UK - business insurance](#)
- [Hiscox UK - business insurance](#)

Energy comparison

- [Bionic](#)
- [Business Energy Comparison](#)

Government resources

- [GOV.UK](#)