

THE ENTREPRENEUR'S ROADMAP

LAUNCH STAGE

1



Prepare for your entrepreneurial journey:
Understand the entrepreneurial mindset and build the skills you need to thrive

2

Select and test your idea:
Create an innovative idea and conduct a feasibility study

3

Plan and launch your business:
Develop a business plan and launch the enterprise.

MANAGEMENT STAGE

4

Manage your people:
Manage processes and procedures, hire right and plan for succession

5

Manage your customers:
Create a competitive advantage, communicate your value proposition and become a better negotiator

6

Be a better leader:
Formulate the right strategy, analyze business problems and make strategic decisions



FUNDING STAGE

7

Sources of funding:
Identify the optimal source of funding for your business

8

Attracting funding:
Learn what to do to attract investors

9

Managing funding:
Craft favorable funding terms and negotiate in your best interest



GLOBAL STAGE

10

11

Deciding to go global:
Evaluate new markets and decide whether to expand your business

12

Global ecommerce strategy:
Integrate ecommerce into your business model and acquire international clients

10

Global market entry strategy:
Prepare to launch an international SME brand



Entrepreneurship Roadmap Advanced Strategies

Sabine Zange

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