

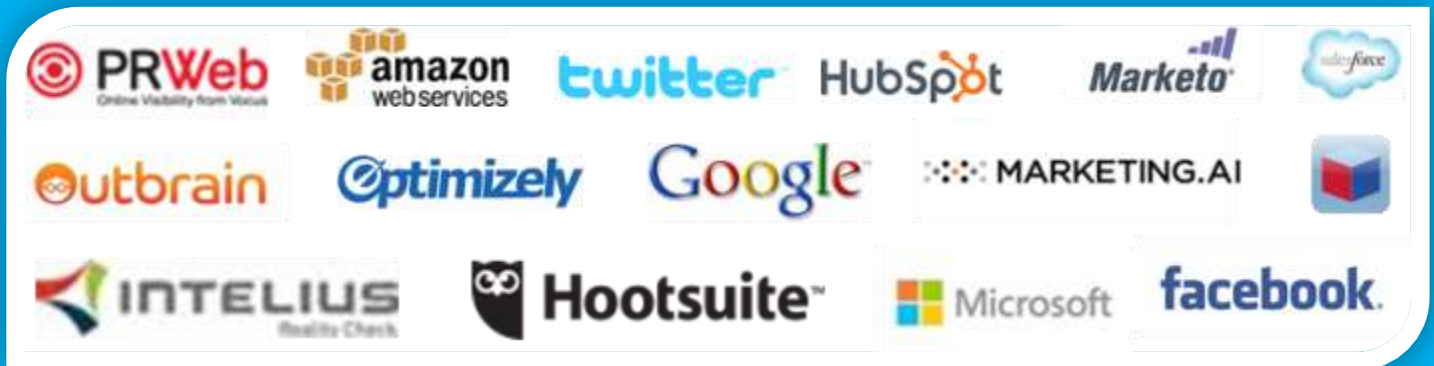
Startup Launch Program Kit V1.15

Convert your MVP into a Funded Business (in 60 days)

Prepared by OneTraction team of experts in Silicon Valley



-----Featured Partners & Provider-----



The Startup Launch Kit is a structured guided execution manual written based on our experience with 1000 + startups, it is intended for both technical and business startup founder and aspiring entrepreneurs who are motivated and driven to launch their dream company but lack expertise or resources in business management, go to market, and fundraising. This guide would walk you through key steps to help you define your weekly goals and execute according to our proprietary and proven best practices, actionable insights and ready to replicate samples with professional templates. Included are tips and do-how to access and use best tools (from a library of top web and mobile platform available through our preferred partners and providers). This Kit is licensed to the original recipient only as a single copy and cannot be shared, copied or distributed in part or as a whole. Your use of this Kit imply acceptance of our terms of use as listed at OneTraction.com

1. INTRODUCTION

2. Program Structure

3. Business Launch (How to get your 1st 100k users)

- 3.1. Office Space
- 3.2. Growth Hacking & PR.....
- 3.3. Demo Events and Networking.....
- 3.4. Legal & Tax Structure (Including Visa requirement).....
- 3.5. Banking & Customer Payment
- 3.6. Co-founders, Advisors and Mentors
- 3.7. Partners & Strategic Alliance.....
- 3.8. Contractor and Team Hiring.....
- 3.9. Outsourcing vs. In-Sourcing.....

4. Fundraising (How to get your 1st round of \$250k to \$1m)

- 4.1. Pitch Deck & ES Review.....
- 4.2. Funding Strategy & Pitching Rehearsal.....
- 4.3. Seed & Angel Investors
- 4.4. Venture Capital
- 4.5. Government & Private Grant.....
- 4.6. Customers Pre-payment.....
- 4.7. Funding Compliance Requirement.....
- 4.8. Investors Letter of Intent
- 4.9. Investors Terms Sheet.....
- 4.10. Debt Based Investment
- 4.11. Equity Based Investment
- 4.12. Due Diligence, Valuation and Closing.....

5. Partners Startups Program (+ \$200k free and discounted services)

- 5.1. US Based Program.....
- 5.2. EU Based Program.....

6. Execution Roadmap (Mandatory)

- 6.1. Weekly Milestones and Video Tutorial

1. Introduction

It is important to make a clear distinction between a book which cover general topic with limited actionable knowledge, a networking workshop which serve as PR vehicle for the panel and this guide which include a specific tasks and steps to follow as a guided execution with measurable goals. There are 3 business structures, each one have a very different priority and require its own execution approach:

- Corporate: focus on resources allocation to maximize market share and ROI, with risks aversion control
- Small Business: focus on short sales to maximize cash flow and grow repeat and low risks customers
- Startup: which focus on disruptive innovation that create new market with viral growth, where revenue and risks management are not a priority during market adoption phases which can takes years.

Startup is a temporary organization in research of undefined products for unknown customers with unproven business model and is a 100% risks at launch, then growth would drive down its risks and up its viability.

“A startup is designed to scale very quickly. It is this focus on growth unconstrained by geography or physical limitation that differentiates startups from Corporate and Small businesses. A store in one town is not a startup, nor is a restaurant chain”.

Founder vs Entrepreneur vs CEO: most entrepreneurs think they can magically transform themselves into CEOs purely because they started a business. The Reality is that most entrepreneurs simply do not encompass the skill set to be the CEO of their own organization and this one mistake destroys more businesses than any other. And, in most cases, big time corporate CEO's are not entrepreneurs. So start using Founder or co-founder as a title on your business card if you want to look credible.

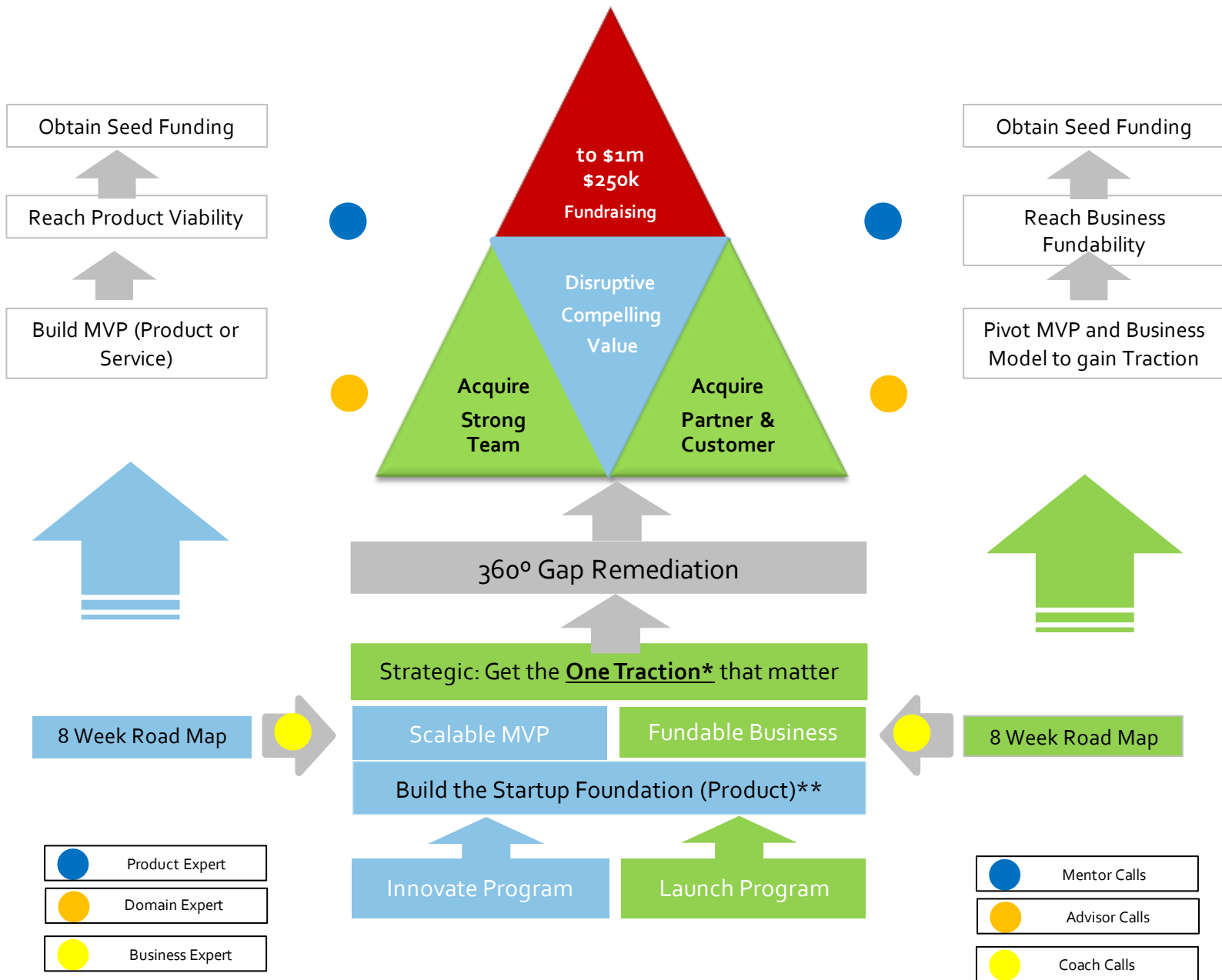
An entrepreneur is a person who starts a business undertaking, assuming the financial risk for the sake of profit. This is the person who has the vision and sees an opportunity in the market place, build products and sell them to people in need and who will pay for them, in order to succeed they must be right in seven crucial areas (Choosing the market, Identifying the ideal customer, Setting goals & Building teams, Understanding the competition, Raising capital and Embracing constant change). Entrepreneurs often invest without the responsibilities of running the companies as they focus more on earning money from them and try hard to create a viable business, not one that has a vague hope of succeeding “i.e., Startup”. Entrepreneurs are all over the world, even in poor countries farmers sell or trade goods to survive.

A CEO has responsibility for the overall success and livelihood of the entire organization. CEO sets the corporate culture by working with the founder to refine the companies' overall mission and core values. They make sure all business is done in conjunction to that *mission* and according to their core values and makes certain that the organization's leadership maintains constant awareness of both the external and internal competitive landscape, opportunities for expansion, customers, markets, new industry developments and standards. CEO generally reports to a Board of Directors upon external funding. If the CEO is also the company founder and/or chief shareholder and owner, the Board of Directors is largely an advisory role.

A Startup Founder is different from entrepreneurs as they found a startup company. They create a business that will someday become successful. While they sound similar to the entrepreneur, their goal is different. Unlike an entrepreneur, a startup founder doesn't have a major financial motive. They create a product or a service to change the world. They want to become famous or show others that anything is possible. While there can be a major payday in the future, they do not start off with the goal to make millions.

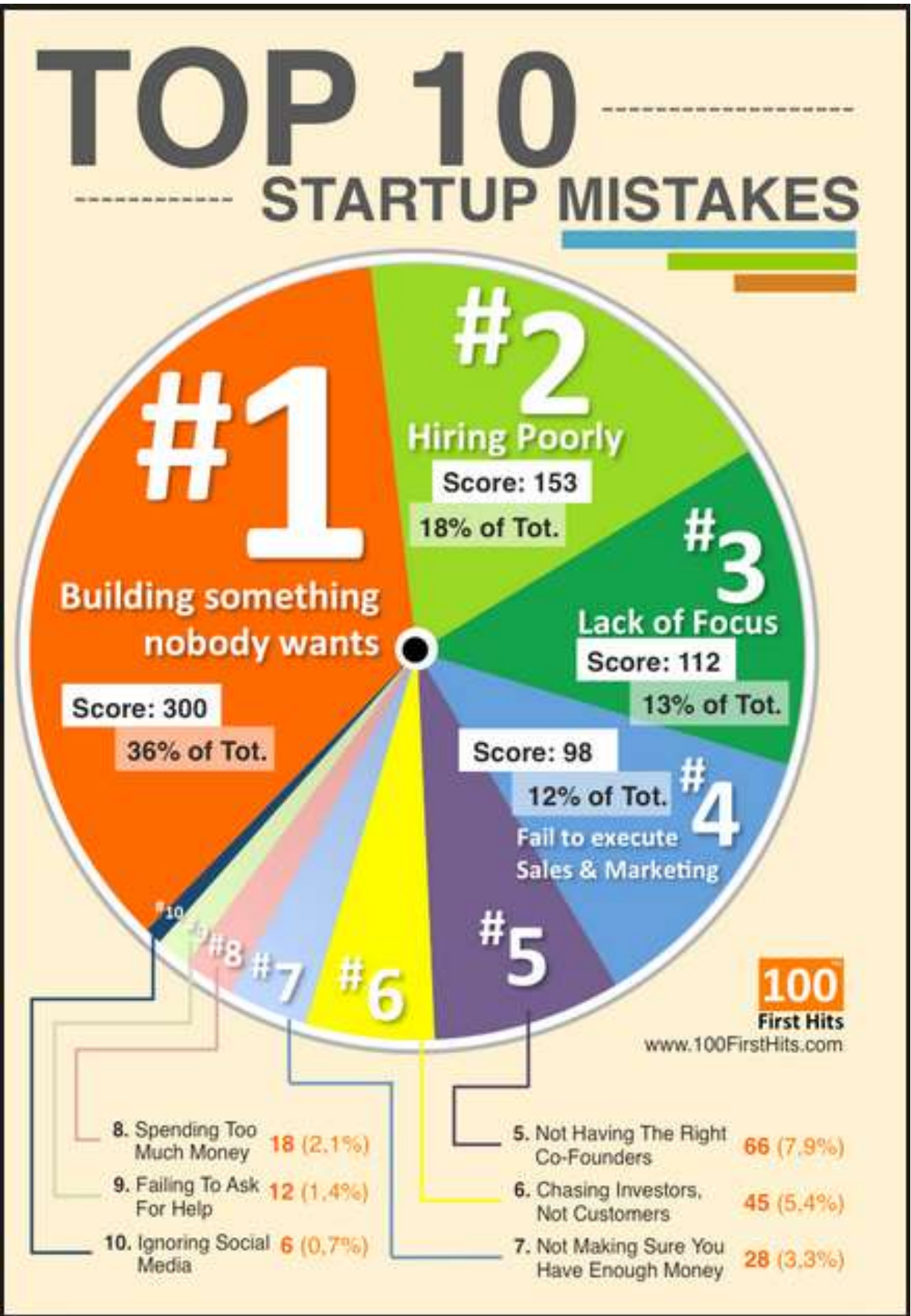
2. Program Structure

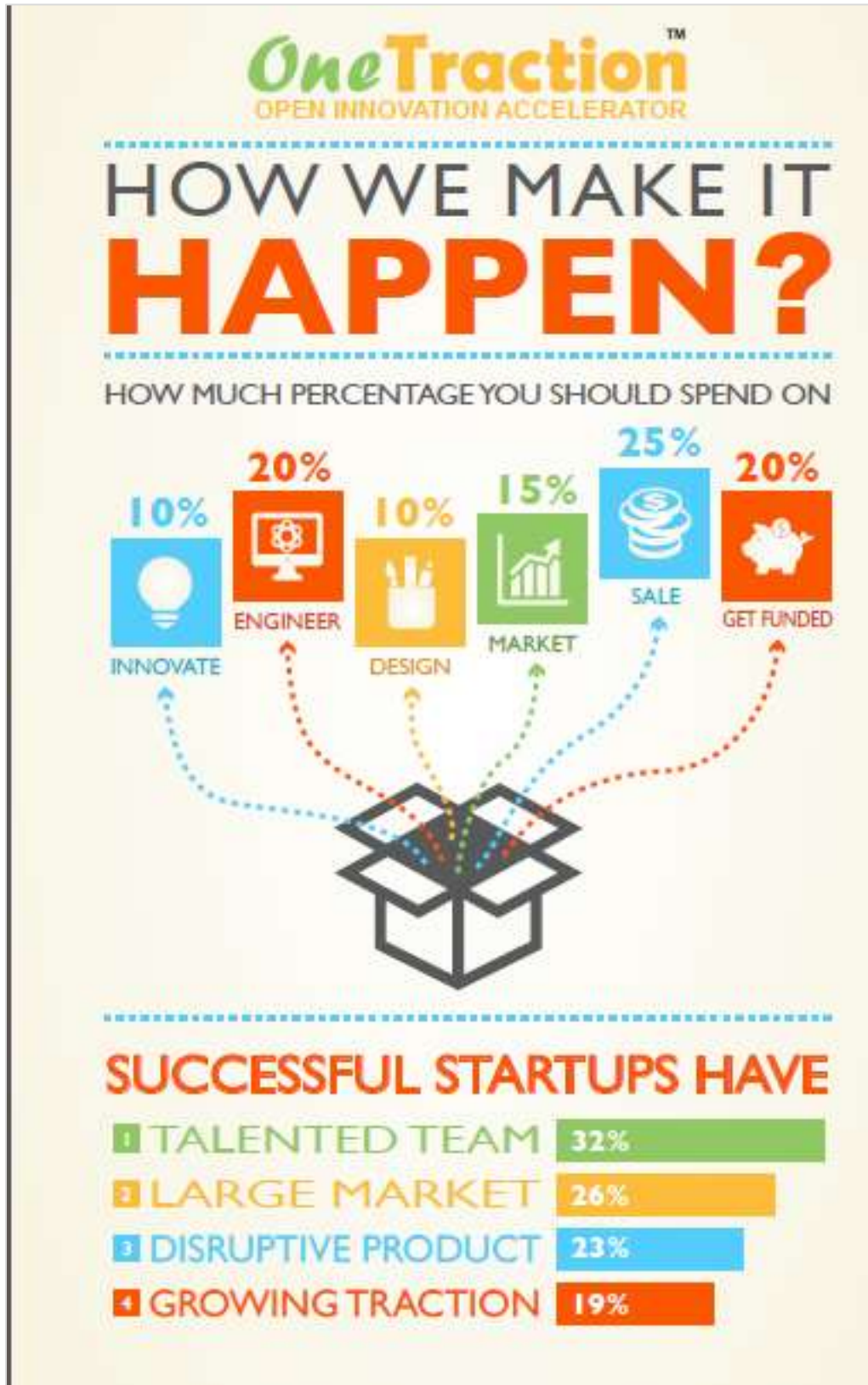
Our Program structure is based on guided execution, that drive incremental but positive outcome, to help you build a viable startup that can generate traction and become fundable. The Innovate program focuses on converting your vision into innovative product or service with disruptive business model (MVP). The Launch program focuses on driving traction and funding from all stakeholders (Customers, Partners, and Investors). Both Programs are supported by our Internal Business & Technical Coach, Domain Expert Advisors and Product Specific (Subject Matter Expert through our external mentor's network).



*Execute the Startup Launch Kit and get Supplies/Distribution Partners (top to bottom).

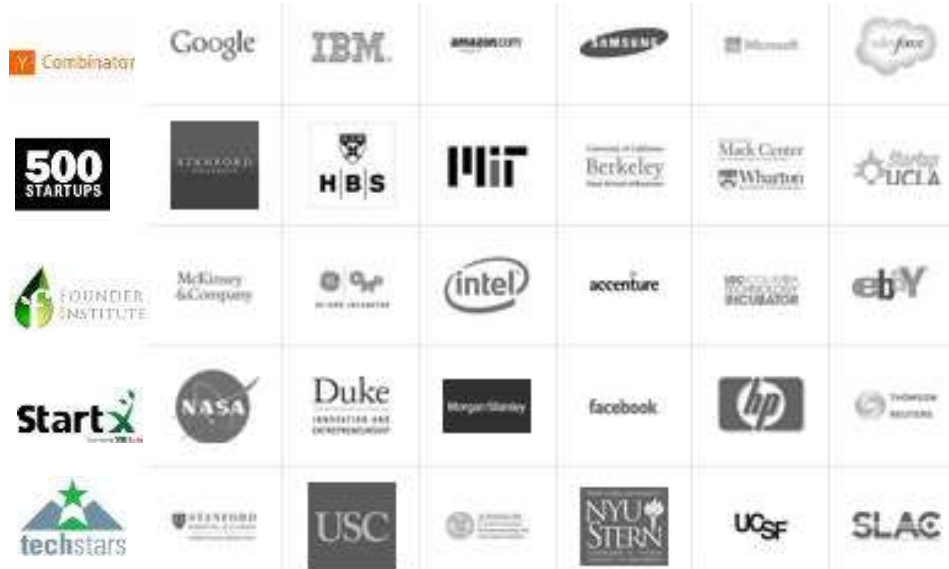
** Execute the Startup Innovation Kit (Bottom Up)





ABOUT OUR EXPERTS:

Featured Team and Their Background



<http://onetraction.com/aboutus.html>



<http://onetraction.com/founder.html>