

Launch your start-up – 10 steps Beginners Guide

Step one> Read Paul Graham [essays](#)

and follow these people on LinkedIn: [Richard Branson](#) & [Guy Kawasaki](#). You can find more people to follow here: “[5 Influencers You Should Follow on LinkedIn](#)”. Read their posts!

Step two> Start reading [TechCrunch](#), [Entrepreneur](#), [Mashable](#), [VentureBeat](#)...

subscribe to [CrunchBase](#) newsletter (updates about startups, investments, acquisitions, events..), start attending local events related to start up scene and follow active entrepreneurship groups on LinkedIn, including “[Entrepreneurship & Small Businesses](#)”.

Step three> Find a problem to solve, think about ideas and their potential

Brainstorm, think about problems and their solutions, talk to people, look for features that other services are missing, visualize your ideas etc. You should focus on two questions: *How big (important) is the problem I am solving and why should someone use my service?*

Step four> Find co-founders

If you do not have any friends or colleagues that would like to join you as co-founders, you can find your partners here:

1. [Co-FoundersLab](#)
2. [Founder2Be](#)
3. [Founders Nation](#)

A hacker, a hipster and a hustler is all you need to get started. *Tip:* You should network a lot and attend local meetups and events. Great meetups can be found [here](#).

In order to protect yourself and your work, do not forget to sign [the founders' agreement!](#)

Step five> Create wireframes|sketches|mockups

Draw sketches of your idea (features and functions), brainstorm your design (consider [colour psychology](#)) and prepare your [wireframes](#) (use [Balsamiq](#) to create final mock-ups).

Step six> Create a landing page and validate your idea

- Choose your name and [buy a domain](#)

Landing page will help you test your potential. You can see how many people will sign up for your service, how many are interested to use your services etc. Use Facebook and other social networks to promote your landing page (you should also buy Facebook and Google Ads, 50\$ is enough to get you started). Google AdWords coupon can be found [here](#)

Create your landing page here:

1. [LaunchRock](#) (*Tip: How to create a landing page with LaunchRock - [Video](#)*)
2. [InstaPage](#)
3. [Kickoff Labs](#)

Step seven> Create a prototype and launch your beta

You should create a working prototype, [MVP](#) of your idea. Launch your beta, attract users and test your features. Now, promote, promote, promote and promote. Create Facebook, Twitter and LinkedIn profile, engage with visitors and contact different media outlets. You can find contact details for different media outlets [here](#).

Article: [“Private & Public Betas: What’s the Difference?”](#)

Step eight> Create your profile on [AngelList](#) and [CrunchBase](#)

Article: *Looking for Inspiration? These [10 Articles](#) Will Ignite Your Entrepreneurial Spark.*

Step nine> Prepare your executive summary> Raise funding or join an accelerator

Prepare your executive summary, apply to an incubator|accelerator or contact different investors through your network (people that can recommend you). If you do not have anyone to recommend you, contact investors through their profiles or website forms, attend events, send creative e-mails, find mutual connections.. Reminder: *Do not forget to register your company.*

In order to attract investors, you need a good idea, great team and a promising (and proven!) business model. *Depending on your service|product you can also raise money through a crowdfunding platform:*

1. [Kickstarter](#)
2. [Indiegogo](#)
3. [RocketHub](#)

In order to create successful campaign you need to focus on three things: Presentation of your vision (**video** & description), Social media promotion (engage with campaign visitors, promote your idea, invite people to contribute..) and Perks (people like unique rewards and they want to feel special. Unique perk example: *if you are making a mobile app, you can offer your contributors to test your app and premium features before you release it*).

Article: [10 Ways to Run the Most Successful Kickstarter Campaign Possible](#)

Once you secure your investment, invest in your team, services, features..

Article: [The Stages in Venture Capital Investing](#)

Article: [How do Angel Investors differ from Venture Capitalists?](#)

Article: [Legal & Tax Tips for IT-Startup Entrepreneurs](#)

Article: [How start-up valuation works](#)

Article: [Crowdfunding vs. angel investment vs. VC](#)

Step ten> Grow and sell your start-up or “follow [IPO](#) dreams”

Show the world what you got. It’s time to shine!

Advice: If you need any information, use [Quora](#) and ask smart questions!

You should also read: [How to start a startup](#)