



ALL YOU NEED TO KNOW WHEN STARTING A STARTUP

So, you have a great startup idea but don't know where to begin? Whether you're a university student with an exciting concept or a founder in the ideation stage, here's how to take your idea to the next level.

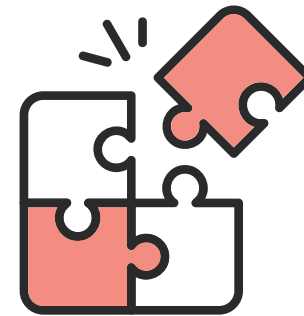


invest2innovate™



1 START WITH RESEARCH

Before you dive in, validate your idea. Ask yourself:



Is there a real problem that my startup solves?



Who are my potential customers?



Are there competitors, and how is my solution different?

2 BUILD A LEAN MVP (MINIMUM VIABLE PRODUCT)

Don't wait for a perfect product—start with a basic version that delivers core value. This will help you:

- **Test your idea in the real world**
- **Gather user feedback**
- **Save time and money before scaling**

3 BOOTSTRAP FIRST

Instead of seeking investors right away, self-fund your startup (if possible). Why?

- **You retain full control over decisions.**
- **Investors prefer startups with some traction.**
- **It teaches financial discipline and lean growth.**

4 WHEN TO APPROACH AN ANGEL INVESTOR?

Once you have:

- A working MVP**
- Some paying customers or strong user engagement**
- A clear roadmap for growth**

Angel investors look for potential—so show them progress, not just an idea.

5 BUILD A STRONG NETWORK

Connect with mentors, startup incubators, and other founders. Join startup meetups, pitch events, and LinkedIn communities.

FINAL THOUGHT

Start small, iterate fast, and stay flexible. The journey isn't linear, but every step brings you closer to building something impactful.

STARTUP KICKOFF CHECKLIST

Research your Idea

Validate your idea by researching market demand, customer needs and competitions.

Build a lean MVP

Start with a basic product to test in the real world and gather feedback.

Bootstrap First

Self-fund initially to retain control and build traction before seeking investment.

Approach Angel Investors

Seek angel investors once you have a working MVP, paying customers, and a growth plan.

Build a Strong Network

Engage with mentors, join incubators and connect with founders for support.