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Avoid unnecessary risks, and Develop Your Idea before you invest money in a new venture! This book is for you if you: Are planning to start a new business venture and are at the idea, or early planning stages. Would like some techniques and a process that you can follow to research and test out your idea before you take the next step.

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GET SOME EARLY FEEDBACK Whilst your idea might be the next Tetrapak or Post-it, until you know that, an objective opinion will help confirm what chance it has of making it off the drawing board. There's a lot of work ahead to get an idea out of the bubble and onto the shelf, so you need to ascertain if others have a positive response to it as well.

**The Imagination Factory | Idea to Product in 5 Steps**

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Having a unique selling proposition, a differentiation factor will help in the selling proposition for your idea. Put some effort in identifying what makes you different and unique. It doesn't have to belong. Avoid platitudes (don't know what platitude means, search Google and avoid using them) and puffery.

**» Easy Tips to Get Your Idea Off The Ground**

Develop Your Idea!: Get off to a flying start with your startup. Guided exercises, templates & resources for exploring new business ventures: K.N. Kukoyi: 9781546347361: Books - Amazon.ca

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When the temperatures start to cool down outside, our favorite thing to do is warm up our interiors. Not only will we turn on the heaters for the first time since spring, but we will also bring in more texture, rich hues, and cozy pieces to give our spaces a boost for fall.While you may not think you need to decorate for every new season, we actually think it's a really excellent way to create ...

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Have you got a business idea in mind? If so, let's test it out, step-by-step Even if you don't have an idea, this book will show you how to start a business where you know there are customers who will want what you're going to offer them! The major topics covered by this book include: Starting a new business: Contractual agreements for hiring staff, trademarks, company formation, keeping financial records and tax considerations, non-disclosure agreements (NDAs) and Intellectual Property (IP) and their significance to you. You'll find lots of simposes to direct you towards startup-friendly law services and legal documents that you can review and consider. Researching your idea: In this section of the book, there are plenty of interactive exercises which will show you how to assess any business idea, along with tips and techniques you can start using for free, including little-known ways to automate the gathering of your research once you know what sort of information you are looking for. Save time and collect information even as you sleep! You'll also find resources to help you prepare a business plan in minutes. Identifying your target market and target customer(s): This book will explain how to create a customer avatar with lots of suggestions, diagrams and examples to show you how to do this. You'll also be shown how to hold professional "customer interviews" to gather feedback on your idea and refine it further. These interviews will help you get to the heart of what customers want and need, and most importantly, what they will pay you for. Raising funds for your business: We'll cover a number of ways to raise money to build your product - choose the ones that are right for you. This book comes with templates, scripts and free resources including an online workbook and spreadsheets to help you stay organised as you start to plan ahead. Reach for the stars, whilst keeping your feet on the ground. Avoid unnecessary risks, and Develop Your Idea before you invest money in a new venture! This book is for you if you: - Are planning to start a new business venture and are at the idea, or early planning stages. - Would like some techniques and a process that you can follow to research and test out your idea before you take the next step. - Would like to know how to protect your interests when starting a new business. - Are short on time and money and want some useful methods, and resources to help you avoid the pitfalls associated with starting a new business. NOTE This is the first book in the Building Your Business series, that leads on to the 25-chapter software survival guide: Don't hire a software developer until you read this book, for startups and entrepreneurs that want to start, or grow their tech business the smart way. It builds on the concepts seen in Develop Your Idea! A wide range of topics are covered, including: The pros and cons of building different types of software app, agile development principles and processes, pricing tactics and generating revenue from your app, basic marketing and SEO, creating prototypes from scratch and product development. The book also explains some of the different programming languages used to build apps, how to find and interview developers, how to project manage the build of a software application, product testing, managing a beta software launch, customer care, support and more!

A software survival guide for non-technical entrepreneurs entering the tech space who want to reduce the uncertainty associated to starting their business, and for seed startups who require support and ideas when dealing with the daily realities of managing the software development process and getting a quality software application built and launched.

Do you have a million-dollar idea but aren't sure how to make it a reality? Young entrepreneur Pete Williams can show you where to start! Pete Williams has been referred to as Australia's Richard Branson. At just 21 years of age, Pete embarked on a highly publicised and successful entrepreneurial venture, to sell the Melbourne Cricket Ground, in pieces! In How to turn your million dollar idea into a reality, Pete passes on the techniques he used to sell the G, including: developing your idea to reach a hungry market achieving maximum sales for minimal expense using publicity and leverage structuring your business to suit your lifestyle pricing your products and services for maximum sales tapping into a worldwide market online using networking and team force to build your business. Readers will also gain access to a wealth of free material on Pete's website, including discounts on his marketing seminars and products.

Standing out is no longer optional Too many people believe that if they keep their heads down and work hard, they'll be recognized on the merits of their work. But that's simply not true anymore. "Safe" jobs disappear daily, and the clamor of everyday life drowns out ordinary contributions. To make a name for yourself, to create true job security, and to make a difference in the world, you have to share your unique perspective and inspire others to take action. But in a noisy world where it seems everything's been said-and shouted from the rooftops-how can your ideas stand out? Fortunately, you don't have to be a genius or a worldwide superstar to make an impact. Drawing on interviews with more than fifty thought leaders in fields ranging from business to genomics to urban planning, Dorie Clark shows how these masters achieved success and how anyone-with hard work-can do the same. Whether it's learning to ask the right questions, developing and building on an expert niche, or combining disparate fields to get a new perspective, Clark outlines ways to develop the ideas that set you apart. Of course, having a breakthrough insight is only half the battle. If you really want to share your ideas, you have to find a way to build an audience, communicate your message, and inspire others to embrace your vision. Starting small is fine; Clark provides a step-by-step guide to help you leverage your existing networks, attract new people to your cause, and, ultimately, build a community around your ideas. Featuring vivid examples based on interviews with influencers such as Seth Godin, David Allen, and Daniel Pink, Clark shows you how to break through and ensure that your ideas get noticed. Becoming a thought leader in your company or in your profession is the ultimate career insurance. But-even more important-it's also a chance to change the world for the better. Whatever your cause, perspective, or point of view, the world can't afford for the best ideas to remain buried inside you. Whether it's how to improve the educational system or how to make your company more efficient, your ideas matter. The world needs your insights, and it's time to be bold.

Whether you've invented a great new product, or you have an idea for an app, an online business, or a reality show, How to License Your Million Dollar Idea delivers the information you need to snag a great licensing deal. Now in its third edition, this book has become the go-to source for budding inventors and entrepreneurs who have great ideas and want to cash in on them without putting themselves in financial risk. Licensing is the way to make that happen and this book explains exactly how it's done.

Take your passion and make it happen with The Idea In You by Martin Amor and Alex Fellow Do you have an idea in you? A hobby, a project, a product ... something that could change your life? The Idea in You is a bulletproof system for finding the right idea and shaping it in to a success - on your own terms. With advice from the people behind the likes of Pizza Pilgrims, Parkrun and Decoded, The Idea in You will show you what to expect, how to think and what to do when launching your own venture. Making your idea happen is possible - and it will be one of the most inspiring and emerging experiences of your life. What are you waiting for? 'A wonderfully inspirational book that will help unleash your ideas on the world' Michael Acton Smith, creator of Moshi Monsters 'Every great business starts with an idea . . . this book will help you find yours' Richard Reed, co-founder Innocent Drinks 'It seems to me that many could-be creators simply lack support in their lives, someone genuine who listens to their ideas and pushes boundaries to make it all seem possible. Alex and Martin must recognize this, too, because their book is a generous offer of encouragement and spirit, a drum beat that stirred my creative confidence' Zach Klein, co-founder of Vimeo

Whether it's a new product idea or service, inventions abound. Coming up with the idea is one thing, getting it to fly is another. In his new book, Yubas offers readers a comprehensive, complete, practical, and easy-to-understand guide to the process of bringing an invention to market.

THE ULTIMATE GUIDE TO BUILDING AN APP-BASED BUSINESS Do you have a great app idea but no coding skills? 'How to Make an App Business' contains no get-rich-quick talk, but just exactly what you need to go from idea to app business. 'How to Make an App Business' guides you all the way from idea to launching your app and making a business out of it. The book covers proven and essential steps to build a killer app, get your app off the ramp with solid marketing, and make a viable business. From this book you will learn how to: Build and test early prototypes before starting programming Research target users and understand what value your app will create Select the key MVP features that makes your app deliver maximum value Choose the technology your app business is running on Gauge the cost of your app and choose the best way to build it Select your marketing mix and get your app off the ground The book is an easy-to-read and to-the-point guide for non-tech founders. It gives the reader concrete steps and models to prioritize features that users will love. It guides the reader to make the right product choices that can save years of development and millions of dollars. Finally, the book clarifies how to choose the right business model and how to take an app to market with the right app marketing. 'How to Make an App Business' is based on the university textbook From idea to app - This is how you do it! by the same authors. The authors draw on their combined experiences from teaching university classes in digital innovation and entrepreneurship, starting app businesses, and consulting more than 100 businesses on digital strategy and digital product development from one of Europe's leading app agencies.

How the world's leading innovators push their ideas to fruition again and again Edison famously said that genius is 1 percent inspiration, 99 percent perspiration. Ideas for new businesses, solutions to the world's problems, and artistic breakthroughs are common, but great execution is rare. According to Scott Branson, the capacity to make ideas happen can be developed by anyone willing to develop their organizational habits and leadership capability. That's why he founded Behance, a company that helps creative people and teams across industries develop these skills. Branson has spent six years studying the habits of creative people and teams that are especially productive-the ones who make their ideas happen time and time again. After interviewing hundreds of successful creatives, he has compiled their most powerful-and often counterintuitive-practices, such as: •Generate ideas in moderation and kill ideas liberally •Prioritize through nagging •Encourage fighting within your team While many of us obsess about discovering great new ideas, Branson shows why it's better to develop the capacity to make ideas happen-a capacity that endures over time.

While most small business books cover niche components of the start-up model, From Idea to Exit takes a more comprehensive approach, tackling the entire entrepreneurial journey from the initial seed idea through a well-planned exit strategy. Through a persuasive narrative, Jeffrey Weber draws from his own success a practical call to action for those who dream of taking that first big step.