

The Startup Launch Pad

Providing the structure for initial startup success

From idea to fund raising and selling in one meeting

As a new entrepreneur, your goal is to get from the idea stage to a successful business as quickly as possible. That means creating a company that delivers profitable products and services on time and on budget to a well-defined set of customers, with a competitive market strategy and a sound organization. Like getting from the launch pad to orbit, getting from your initial idea to a running business requires simultaneously bringing together many elements—the product idea, market strategy, intellectual property protection, initial team, equity plan, development plan, sales pitch, financial statements and funding. Making things even more challenging, all these elements affect each other!

Lifting Mind's *Startup Launch Pad*SM lets you take advantage of our experience to structure the initial startup process for you. In a single meeting, we will help you refine your ideas and plans for all of the necessary startup elements. Together, we will create a list of all of the issues and questions you will need to address to go forward. By the end, you will be ready to complete your business plan and fund-raising pitch, and even to begin selling to your lead customers.

Thank you again for meeting with Mike and me this morning. I think the information you gave us will be very valuable. The refined product concept we came up with is really exciting, and we can see exactly what we need to do next.

Rob Piscitello, founder

**We've helped over 50 startups get off the ground—
give us a call to see if we can help you.**