



# The Next Step: Guiding You From Idea to Startup (Volume 1)

*Luni Libes*

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## **The Next Step: Guiding You From Idea to Startup (Volume 1)** Luni Libes

Nine out of every ten startups will fail. Want to avoid their mistakes and become part of the 10% that succeed? THE NEXT STEP is the first series to take entrepreneurs step-by-step through the process from raw idea to operational startup. Whether you're a seasoned professional looking to make a change, a new college graduate with a big idea, or a small business owner in need of more structure, this must-read series from serial entrepreneur Luni Libes will help make your idea a profitable reality. Each step includes a set of key questions designed to help you build a business plan and pitches for potential investors and customers. In Book 1: Guiding You From Idea to Startup, topics include: – Separating the problem from the solution – Defining and calculating the opportunity size – Creating a quick financial model - Outlining an investor pitch and written plan – Finding and planning for flaws – Searching for Plan B ... and more THE NEXT STEP is a practical resource providing actionable and specific guidance for every stage of starting a new business.

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