

# CONSIDER YOUR NEXT STEPS

## Business planning and launching

Congratulations! You have developed an excellent sustainable business idea. It is not an easy task, but a very important first step towards a successful business. In this part we would like to remind you that business development does not stop just with an idea. Thus your next steps are to develop a business plan and launch the business. There are many good resources to guide you in the development of a business - hereby are some tips for the following steps. Always keep sustainability in mind!

- Carry out market research and validation
- Create a business plan
- Conduct review of legal issues and registration
- Think about funding and financing
- Start product development
- Create a brand and identity
- Build supplier partnerships
- Implement sales and marketing
- Launch your business and monitor its progress
- Remember sustainability reporting and impact

STEP	DESCRIPTION
1	<p style="text-align: center;"><b>Carry out Market Research and Validation</b></p> <p>Conduct thorough market research to validate the demand for your sustainable product or service. Gather feedback from potential customers, assess competitors, and ensure there's a viable market.</p>
2	<p style="text-align: center;"><b>Create a Business Plan</b></p> <p>Create a comprehensive business plan that outlines your business model, target audience, value proposition, revenue streams, marketing strategy, and financial projections.</p>
3	<p style="text-align: center;"><b>Conduct Review of Legal issues and Registration</b></p> <p>Choose a suitable legal structure (e.g., sole proprietorship, LLC, corporation) for your business and complete all necessary registrations, licenses, and permits required in your jurisdiction.</p>
4	<p style="text-align: center;"><b>Consider Funding and Financing</b></p> <p>Determine how much capital you will need to launch your business. Explore funding options such as personal savings, loans, grants, angel investors, venture capital, or crowdfunding.</p>
5	<p style="text-align: center;"><b>Start Product Development</b></p> <p>Develop your sustainable product or service, ensuring it meets high-quality standards and aligns with your environmental and social goals.</p>
6	<p style="text-align: center;"><b>Create a Brand and Identity</b></p> <p>Create a strong brand identity, including a memorable name, logo, and visual elements that reflect your sustainable values and resonate with your target audience.</p>
7	<p style="text-align: center;"><b>Build Supplier Partnerships</b></p> <p>Identify and establish relationships with suppliers who share your commitment to sustainability. Ensure your supply chain aligns with your eco-friendly objectives.</p>
8	<p style="text-align: center;"><b>Implement Sales and Marketing</b></p> <p>Develop a comprehensive marketing strategy that includes both online and offline tactics to promote your sustainable business. Utilize content marketing, social media campaigns, influencer collaborations, and more.</p>
9	<p style="text-align: center;"><b>Launch your business and Monitor its progress</b></p> <p>Execute a successful launch event or campaign to introduce your sustainable business to the market. Continuously monitor your business performance, gather customer feedback, and adapt your strategies as needed.</p>
10	<p style="text-align: center;"><b>Remember Sustainability Reporting and Impact</b></p> <p>Once launched, regularly measure and report your business' environmental and social impact. Transparency about your sustainability efforts can enhance your brand's credibility and attract conscious consumers.</p>