

# ARISTOTELIO COLLEGE

KINDERGARTEN - PRIMARY SCHOOL - HIGH SCHOOL  
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## WORKSHOP

### HOW TO BUILD A STARTUP!

#### TIPS!

#### A. 8 STEPS TO BUILD A STARTUP

1. Do market research
2. Find the need
3. Give the solution
4. Set up your company
5. Know the competitors
6. What is your advantage?
7. Create your business plan
8. Fund your business

#### B. THE MARKET -> THE NEED -> THE IDEA!

Your idea must be based on what is necessary for the modern society. Find out something **innovative**, which will solve a problem.

For example, you can **choose one of the following innovative applications**

An app that helps people to find a doctor in a certain area.	An app that helps people to find the cheapest taxi, hotel or products in an area.	An app that helps people to find a tutor in an area.	A robot or an application that helps blind people.	An innovative application, that will be useful in education.
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or you can **invent a new innovative application.**

#### C. YOUR STARTUP

- **Make your team:** Play roles. Who will be the Director, the Accountant, the Developer, the Sales Manager etc.
- **Find the brand name of your firm:** The brand must be sort and catchy (e.g. Google, Facebook, Instagram etc.)



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- **Create your logo: One student of the team MUST draw the logo.** You can find some patterns in the following picture.



- **Create your website:** for example [www.findyourtutor.eu.com](http://www.findyourtutor.eu.com)

## D. YOUR BUSINESS PLAN

- **Write your target group** (e.g. children, students, women, adults etc.)
- **Write your virtual competitors** ( e.g. Google, Coursera, Facebook etc.)
- **What is your advantage? Why someone to choose your business?**
- **Choose a channel to promote your Startup!** (e.g. Youtube, Facebook etc.)

## E. PRICING

- Make a price list of your services.

## F. FUNDINGS

- **You have not money, offices, but you are a great team! How much money will you need for salaries, promotion, other expenses?** (write in details, for example, TOTAL: 50.000 €, 10.000 for salaries, 5.000 for promotion, 10.000 for taxes, 25.000 for other expenses)

**GOOD LUCK!**

