

How Your Startup Become

Unknown to Trusted

**(A PERFECT GUIDE TO
LAUNCH YOUR STARTUP)**

NO MATTER HOW GOOD YOUR PRODUCT OR SERVICES ARE, NO MATTER HOW MUCH MONEY YOU SPEND ON MARKETING UNTIL YOUR CUSTOMER TRUSTS YOU AND YOUR COMPANY, THEY WON'T BUY FROM YOU. AND THEN, WHO WILL YOU SELL TO?

WE HELP STARTUPS TO START

You might have noticed that people treat you according to the image they have of you. Those who have a good image of you always support you, while those who don't miss any chance to defame you. Similarly, the image of your business in the eyes of customers, investors, and employees dictates how they will treat you or your business. A good image can make your startup successful, while not having an image or having a bad one can ruin your well-thought-out startup idea.

But friends, you might then wonder, creating a good business image costs a lot and is akin to creating a brand. The answer lies in your own life. It is not necessary to wear a Rolex watch, Ray-Ban glasses, Gucci, and Prada clothes, or use a BMW car to create a good image. Similarly, in the beginning, it is not essential to spend a lot of money to create a good image of your business in the eyes of customers, investors, and employees. What is necessary, however, is to create a good image of your startup to make your startup idea successful. Because no matter how good your products or services are, no matter how much money you spend on marketing until your customer trusts you and your company, they won't buy from you. And then, who will you sell to? Building an image of a startup in front of customers includes everything that should be done to create trust in your startup among your customers. However, we have selected only those initial essential actions that can be done quickly and at minimal cost.



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Make Your Startup a Legal Entity with Incorporation

Creating your business as a separate legal entity is a big step, but it will benefit you in many ways in the future

Firstly, it's essential to establish a distinct identity for your business so that whether they are customers, employees, or investors, people can proudly say where they bought from, where they work, or where they have invested. No one likes to say they work for Mukesh Ambani, but the same people prefer to say they work for Reliance Group. No one likes to say they bought from Mukesh Ambani, but they prefer to say they bought from a Reliance store. Additionally, creating a separate legal entity for your startup is beneficial for several reasons. Firstly, it protects you from personal liability. If you operate as a sole proprietorship, you are personally liable for any debts or liabilities incurred by your business. This means that if your business goes bankrupt, you risk losing your personal assets, such as your home or car. Secondly, incorporation is necessary to take advantage of government schemes and funding. Thirdly, incorporation can help you manage your business more effectively. As a corporation, you can appoint a board of directors and a CEO, providing a clear structure for your business

Public Limited Company

01

A public limited company is one that has no limit on the number of shareholders and can sell its shares to the public. PLCs are the most trusted because they are highly regulated by government agencies such as MCA and SEBI. This option could be excellent for those with a large startup idea and those who wish to successfully launch an IPO in the future.

Private Limited Company

02

A private limited company is one that cannot have more than 200 shareholders and cannot sell its shares to the public. Pvt. Ltd. companies are generally less regulated by government agencies than PLCs and have easier compliance requirements, making them an attractive option for startups.

One-Person Company (OPC)

03

A one-person company has a sole owner. OPCs are regulated similarly to Pvt. Ltd. companies but are a good option for an individual looking to start a company.

Limited Liability Partnership (LLP)

04

A limited liability partnership has two or more designated partners who are only liable for the amount of money they have invested or contributed. LLPs are generally less regulated by government agencies than Pvt. Ltd. companies and can be an excellent option for professional service provider startups.

Become a Trusted Dealer with GST Registration

GST Registration: Give your business a professional look and assure your customers that you are a reliable dealer

Becoming a trusted dealer with GST registration is a great opportunity for entrepreneurs and traders. GST, also known as Goods and Services Tax, is a tax applicable on all goods and services in India. Through this, the Indian government has integrated various types of taxes into a uniform and organised system, making it easier for traders to comply with tax-related regulations. By participating in the GST registration process, traders can legally start their businesses. This not only enables them to gain the trust of their customers but also grants them the right to operate their business according to government standards. Customers can shop with confidence from a trusted dealer because GST registration allows traders to claim that their products and services adhere to quality and technical standards. This gives them a special status in their business. GST registration offers traders the opportunity to run their businesses with stability, trust, and respect. It ensures that they can meet not only their customers' needs but also comply with government regulations, leading to social and economic upliftment of their business. By standing on a foundation of trust, they can attract new customers and maintain the special trust of existing customers by continuously providing them with services

Increased Customer Confidence

01

GST-registered businesses are genuinely very reliable and highly trustworthy! They are recognized as tax-compliant businesses, which helps in attracting new customers and retaining old ones. So, get your business GST registered as soon as possible and become a part of the growing number of this prominent and trustworthy group.

Greater Access to Bank Loans

02

GST-registered businesses are generally offered more loans by banks because they are seen as a safe and low-risk investments. This can help businesses raise capital for their growth. So, register for GST today and take your business to new heights by working with banks to realize your dreams.

Access to Government Support

03

GST-registered businesses are provided with various types of support from the government, such as tax exemptions, subsidies, and training programs. This can help traders reduce costs and stay ahead of the competition. Now running a business and achieving success will become easier, as the government is with you in realizing your dreams.

Improved Supplier Relationships

04

GST-registered businesses are generally considered more reliable by suppliers because they are recognized as tax-compliant businesses. This can help in building better relationships with suppliers and negotiating better terms.

Give Your Startup a Strong Brand Identity with Trademark Registration

A great trademark makes a place in people's hearts and excites them to connect with your startup

As we all know, there is no shortage of creative people in India. Everyone is busy copying successful business models. This is an invasion that, if you succeed, will happen to you too. To avoid this, you need to gather evidence to prove that your business name and all kinds of creatives are yours. Moreover, when the TM symbol is marked on your business name or trademark, it presents you as a brand in the eyes of the beholder! The proposal to give your startup a strong brand identity with trademark registration is truly remarkable. This is extremely important for entrepreneurs because trademark registration increases brand trust and makes it easier for people to recognize your business. It also boosts business enthusiasm and inspires founders to propel their startups forward. The most important thing about trademark registration is that it provides brand protection for startups, safeguarding them from the illegal use of their trademark. It also allows them to showcase their products and services with recognition and respect. This not only makes their business more significant but also benefits them as intellectual property, which they can rent out or sell if they wish. Trademark registration is a real investment for your startup, helping it reach new heights of success

Increased Brand Confidence

Trademark registration provides a shield of protection for your brand, filling your heart with pride and confidence. It encourages the development of your brand and the pursuit of new opportunities.

01

Increased Brand Protection

Using trademark registration to protect your brand from illegal use provides excellent security! If someone uses your trademark illegally, you have the full right to take legal action.

02

Enhanced Brand Value

Trademark registration matters for making your brand significant. It is a symbol that provides credibility and recognition to your brand, attracting potential customers to your brand. It gives your products and services recognition and respect according to their value, which can encourage higher payments.

03

Intellectual Property Asset

A trademark is a unique intellectual property that represents the honor of your business. Consider it as your property, which you can sell at a good price if you wish. As it is considered as intangible asset.

04

Recognize Your Startup with the Startup India Scheme

A Golden Opportunity for the Youth of the Nation

Over the past few years, the journey of startups in India has been incredibly interesting! Here, Indian startups are showing their strength, even surpassing major countries of the world. In 2016, only 452 startups were recognized, but by 2022, this number has astonishingly reached 84,012! The primary objective of this scheme is to encourage startups, create employment opportunities, and increase wealth in the country. So far, the government has recognized approximately 150,000 startups and is providing various facilities to them. Not only this, but the Indian government itself has become one of the biggest buyers! Now, both the central and state governments recognize startups through the GeM portal and procure from them first. To further encourage startups, the Indian government offers tax exemptions under Section 80IAC of the Income Tax Act, providing a three-year tax holiday to startups. This allows startups to invest in expanding their business instead of paying taxes. This is truly an inspiring story, where the government is partnering with startups to realize their dreams and is leading the global startup revolution. We can see that the future of Indian startups is shining brighter and brighter! This is a new flight in the world of startups, and India's name is shining with light

01 Access to Government Support

The Startup India Scheme includes government support in the form of funding, guidance, and training. This support can help startups to start and grow their businesses. The government provides support to startups in two ways: direct assistance such as grants, loans, and tax exemptions, and indirect assistance such as incubator networks and priority in government tenders.

02

Tax Exemption

The Startup India Scheme provides tax exemptions to startups for any three of their first ten years of operation. This tax exemption helps startups to save money and reinvest in their businesses.

03

Access to Incubator Network

The Startup India Scheme provides access to an incubator network that can assist startups in their growth. Incubators offer startups space to conduct their business, guidance, networking opportunities, financial support, and access to resources that can help them succeed. There are various types of incubators, including government incubators, private incubators, and university-based incubators, among others.

04

Priority in Government Tenders

The Startup India Scheme gives startups priority in government tenders. This means that startups are more likely to secure government contracts, which can provide them with a significant revenue source. The government works in two ways to prioritize startups in government tenders: first, by providing information about government tenders, and second, by helping them participate in these tenders.

Generate More Trust through ISO Certification & MSME Registration

ISO certified and MSME registered businesses earn more trust from customers and suppliers

ISO certification and MSME registration are two essential tools for entrepreneurs, helping them convey credibility and trust to their customers. ISO certification and MSME registration certify the quality of a business, which increases customer confidence. Through these certifications, entrepreneurs ensure their products and services adhere to standards, ethics, and environmental regulations. ISO certification and MSME registration provide evidence of a business's accuracy and reliability. This trustworthiness message reaches customers and attracts new ones. ISO certification and MSME registration encourage entrepreneurs to follow reliable standards for sustainability and growth in their organizations. They are motivated to adhere to good business practices and ethics, which leads to business advancement. Most government and private opportunities require ISO certification and MSME registration. Without these certifications, businesses may miss out on opportunities available only to registered enterprises. Through ISO certification and MSME registration, entrepreneurs can build special relationships with their customers, demonstrating a commitment to maintaining honest relationships and providing timely and proper service

01 ISO the Seal of Trust

ISO certification is an international standard indicating that a business has adopted high-quality and management practices. It assures customers and suppliers that the business is reliable and trustworthy.

02 IAF ISO Certification

IAF ISO certification is an internationally recognised certification. It ensures that the ISO certification complies with standards and is acknowledged worldwide.

03 Non-IAF ISO Certification

Non-IAF ISO certification is a nationally recognised certification. While it is not the same as IAF ISO certification, it remains a credible certification.

04 MSME Benefits

MSME registration is a government program that provides financial and other support to small and medium-sized enterprises (SMEs). It helps SMEs grow and succeed.

Do Compliances to Impress Your Banker

Compliance is a responsibility that builds your startup's "good boy" image in the eyes of the government and bankers

To impress your banker and the government, business compliance is an extremely important tool that helps empower and build trust in your business. One of the key compliance regulations is the 'Registrar of Companies' (ROC) compliance, which should be adopted by a company that is organized and operates in a regular manner. In ROC compliance, it is necessary for the company to timely present and update its institutional documents and records. This helps enhance the company's reputation and trustworthiness and assists bankers and government officials in understanding the quality of your business management, thereby providing greater support for your business's prosperity and success.

Following this, 'GST compliance' is also extremely important for your business. Regularly filing GST returns and adhering to various GST rules makes your business more reputable and strengthens financial management. Additionally, 'PF (Provident Fund) and ESI (Employee State Insurance) compliance' is crucial in business compliance. These rules apply to employees in the business structure and provide financial security for their future. Proper adherence to PF and ESI rules is particularly important for your employees, making them feel trustworthy and experience stability in your business.

Furthermore, 'Income Tax compliance' is also extremely important for your business. Regular and timely payment of income tax and adherence to other income tax rules demonstrate the ethics and integrity of your business. This increases the likelihood of your business being deemed trustworthy by the government, enabling you to gain more benefits from government schemes and financial incentives. By following compliance rules correctly, you can elevate your business to new heights of success

ROC Compliances

The ROC or Registrar of Companies is a government agency that registers companies in India. Complying with ROC is important because it enables you to operate legally and obtain loans from banks.

01

Income Tax Compliances

In India, all companies are required to pay income tax. Paying income tax on time and correctly is important because it enables you to obtain loans from banks. Failing to file tax returns or pay taxes due can result in penalties and legal consequences.

02

PF & ESI Compliances

PF or Provident Fund and ESI or Employee State Insurance are two government schemes that provide social security for employees. In the PF scheme, contributions are made by both employees and employers, whereas in the ESI scheme, contributions are made only by the employer. Complying with PF and ESI is important because it provides financial security to you and your employees.

03

GST Compliances

GST or Goods and Services Tax is a comprehensive, indirect tax levied on the supply of goods and services in India. Complying with GST is important because it helps you avoid tax evasion and stay compliant with the government.

04

Create Your Iconic Pitch Deck to Impress Your Investor

A pitch deck presents an exciting vision of your company's future to your investors

Before creating a powerful pitch deck, you must take the time to understand the unique features and key benefits of your product or services. You need to grasp how your product or services are accepted by customers, how they solve their problems, and how they provide modernity, superior quality, and additional features. You must explain your enterprise's goals and organizational processes in simple terms. This will help investors make an accurate assessment of your business and understand the essence of your proposal. To create an iconic pitch deck, you must pay special attention to presenting statistics related to your startup, its financial condition, and financial performance, market overview, Strategies etc. Using reliable numbers and facts, you should illustrate the growth of your business. You should present the business plan and financial details clearly and concisely so that investors can understand your business management and economic performance. Before creating an effective pitch deck, you need to view your product or services and your business goals from an investor's perspective

Problem

01

At the beginning of your pitch deck, talk about the people who will benefit from your company's product or service. Who are they? What problems do they have? How will the the economy will be benefited.

Solution

02

In the next stage of the pitch deck, after defining the problem, you can talk in detail about your solution. How does your solution solve the problem? How does it work? How is it different from other solutions?

Market

03

In the next stage of the pitch deck, talk about the target market. What is the demand for your solution? How many people will use your product or service? What is the size of the market opportunity?

Team

04

In the next stage of the pitch deck, talk about your team. Who is leading your company? What experience and skills does your team have? Are they ready to succeed?

Create an Eye-Catching Corporate Profile

A good company profile establishes the company as a reliable and trustworthy brand

An eye-catching corporate profile is a document that provides information about your business, including your mission, vision, products and services, team, and history. It offers a comprehensive view of your business and can help attract potential customers, investors, and employees. Your corporate profile should be easy to read and free from unnecessary information. It represents your business, so it should be professional and attractive. Your corporate profile should contain accurate and up-to-date information about your business.

To create an attractive corporate profile, define your mission and vision. Your mission is the purpose of your business, and your vision is its future. Describe your products and services. Your products or services are the foundation of your business. Introduce your team. Your team is the soul of your business, so give them proper respect and recognition. Describe the history of your business. The history of your business demonstrates its strength and determination. Your corporate profile should be professional and attractive, so design it carefully. An eye-catching corporate profile can play an important role in making your business successful. It can help attract potential customers, investors, and employees, and it can become the foundation of your business.

Company Overview

01

Provide information about your company in your startup's business profile, including its name, address, phone number, establishment, history, mission, and objectives. You can also mention your company's culture and background history.

Management Team

02

Include information about the management team and company management in your startup's business profile, including the names of the CEO, COO, CFO, and other senior executives. You can also describe your team's experience and skills.

Products & Services

03

Describe your company's products and services in your startup's business profile, detailing the features and benefits of your products and services, unique selling points.

Customer Testimonials & Media Coverage

04

Include information about customer testimonials and media coverage in your startup's business profile, which provides insights from customers and media about your company's products and services. This information enhances the company's reputation and credibility.

Develop an Amazing Website & Landing Pages

A good website and landing pages present your business in a professional and trustworthy manner

To make your startup successful, developing an attractive website and landing pages is a crucial step. In today's digital age, an excellent website and landing pages are vital to our business's success because they present our products and services to the world. An impressive website and landing pages can not only influence customers but also help strengthen brand presence. To enhance this experience, we must ensure that our website and landing pages are attractive, appropriate, and user-friendly, which will certainly be a significant plan for our startup's success.

Understanding the various aspects of creating an attractive website and landing pages for your startup is essential. The first step is to choose a special website design. This design will be a key element of your brand and business identity. It is important to ensure that the design is simple, beautiful, and user-friendly. The colors, logos, images, and fonts of the website should be related to the brand spirit. The second step is to create suitable content for the website. Your website content should help explain to users, solve their problems, and capture their interest. Clearly present the benefits of your products and services and help customers understand them well. Using attractive headlines, graphics, and videos can make your website even more engaging. The third step is to create suitable and attractive landing pages. These pages specifically prevent customers from getting confused on the website and direct them sensitively and straightforwardly towards your product or service. Attractive headlines, videos, images, and call-to-action (CTA) buttons are important elements of landing pages

Content

01

The content of your website or landing page should be clear, concise, and engaging. It should be relevant to your target audience and inspire them to learn more about your products or services.

Videos & Images

02

Videos and images can make your website or landing page more attractive and lively. They can also help explain your products or services better.

Plugins & APIs

03

Plugins and APIs can make your website or landing page more powerful and convenient. They allow you to add various features to your website, such as social media sharing, email marketing, and payment gateways.

Home Page

04

Your home page is the most important page of your website or landing page. It is the first page that your visitors will see, so it is important to ensure that it is impressive. Your home page should include information about your company, your products or services, and your contact details.

Create Stunning Videos and Graphics that Will Engage Customers

Good videos or graphics for your startup can make your business stand out from others and keep you ahead of your competitors

If you want to make your startup successful, you need to create stunning videos and graphics that attract your customers. Videos and graphics are powerful communication tools that can convey information about your products or services in a simple and effective manner. They can also help build your brand identity and create an emotional connection with your customers.

The primary goal of your videos and graphics should be to inform your customers about what they need to know about your startup. Therefore, include a clear message in your videos and graphics that provides important information about your products or services.

When creating videos and graphics, keep your customers in mind. Who are your customers? What do they want? What are their problems? Design your videos and graphics in such a way that they attract your customers and encourage them to learn more about your startup.

The quality of your videos and graphics is important. If you want them to be effective, you must use high-quality videos and graphics. This means your videos and graphics should look professional. Nowadays, social media is a powerful marketing tool. By sharing your videos and graphics on social media, you can reach more people about your startup. You can use platforms like YouTube, Facebook, LinkedIn, and Instagram to share your videos and graphics on social media.

It is important to regularly update your videos and graphics. This will ensure that your customers are receiving the latest information about you. Additionally, this will keep your startup consistently attractive to new customers

A Strong Hook

01

Your video or graphics should be able to attract people's attention. One way to do this is by using a strong hook. The hook is the first thing people will see in your video or graphics, so it is important to make sure it is noticeable and engaging. You can create a strong hook by using a fun or attractive video clip, or by delivering a strong message.

A Clear Message

02

Your video or graphics should be clear and concise. People should understand what you want to say to them. If your message contains too much information, people may not be able to understand it.

A Call to Action

03

You want people to do something after watching your video or graphics. This could be visiting a website, purchasing a product, or following you on social media. Make sure you have a clear call to action so that people know what you want them to do.

Professional Production

04

Your video or graphics should look professional. This means using high-quality video and audio, and well-designed graphics. If your video or graphics do not look professional, people will not take it seriously.

Build Awesome Social Media Profile

See your social media profile as a tool to turn your business into a success story

As a successful entrepreneur, it is essential to create an impressive profile on various social media platforms because nowadays, social media has become a primary source of marketing and promotion. Making it high-quality and professional helps achieve your business goals. Choose an attractive introduction and an inspiring headline for your business profile. This headline will reveal the fundamental vision and mission of your business and attract your users.

Before creating a profile on social media, clarify the purpose and goals of your venture. This will help in deciding your posts and content and connect users with you as a relevant and supportive entrepreneur. Display expertise and experience related to your venture in your profile. This will symbolize your trustworthiness to your users and establish you as a leading and reliable entrepreneur in your field. Spend time being active on social media and communicating with your users. Answer their questions, solve their problems, select interesting topics that will impact and engage your users. Make your profile interesting by using various types of content such as videos, images, stories, and quotes. Maintain regularity on social media and post timely. This will make your profile necessary and appealing to your users, establishing you as a stable and professional brand.

Creating an awesome social media profile can help your startup reach the heights of trust, fame, and success. You can provide your venture with an attractive, dedicated, and influential presence on social media platforms that will help you achieve your goals

Facebook

01

Facebook has more than 2.9 billion active users, making it the largest social media platform in the world. Facebook provides a platform to post information about your company, promote your products or services, and connect with your customers. Using Facebook is now crucial for establishing your brand identity and promoting your startup.

Instagram

02

Instagram is a photo and video sharing platform used by over 1 billion people worldwide. It is a great platform to promote your startup. On Instagram, you can post pictures and videos of your products or services, share information about your brand, and encourage people to engage with your startup.

YouTube

03

YouTube has more than 2 billion active users, making it a powerful marketing tool for any type of business. You can share your video content with all your audiences, providing a significant opportunity to attract new customers for your business.

LinkedIn

04

LinkedIn is a professional social media platform that helps people build and maintain their professional network. It is a highly effective platform that can help promote your startup, attract new customers, and connect with your existing customers.

Interesting Facts About Startups

There is no lack of guidance and knowledge; most startups are unable to properly execute their startup ideas due to a lack of creativity and skill set.

Most startups, despite having good products and services, fail to win the trust of their audience.

A major reason for startups failing is the lack of a one-stop solution to the problems of their audience in the market.

The government is ready to help startups but bring a unique idea, concept, or minimum viable product. Everyone is busy copying and pasting.

If startups adopt an asset-light model, utilize creativity and their skill sets, and leverage technology and tools, they might not even need funding. The word "funding" has become as synonymous with startups as "Coca-Cola" is with cold drinks.

There is no difference between home science and rocket science; local ideas work everywhere. In our country, where everyone faces a lack of resources, if ISRO can reach Mars with ingenuity, can't the youth of this country make their startups successful?

Every startup wants funding, but can they make their seriousness felt by their investors? If yes, why wouldn't they get funding? The real issue arises when even those around them don't trust their ideas and seriousness, let alone investors.

Today's startups need to understand that you can't make sales using tricks like selling combs to bald people.

A startup should choose its company name very thoughtfully. The name should be catchy because a catchy name makes it easier to build a brand.

Look at any successful startup today; its founder or co-founder is technology-friendly because, with the help of technology, you can create a good experience for your customers through automation.

The initial investment should be enough that after spending it, you have a fixed monthly cash inflow to manage your fixed cash outflow. Spend your initial investment very wisely and only on things that can generate a fixed monthly cash inflow.

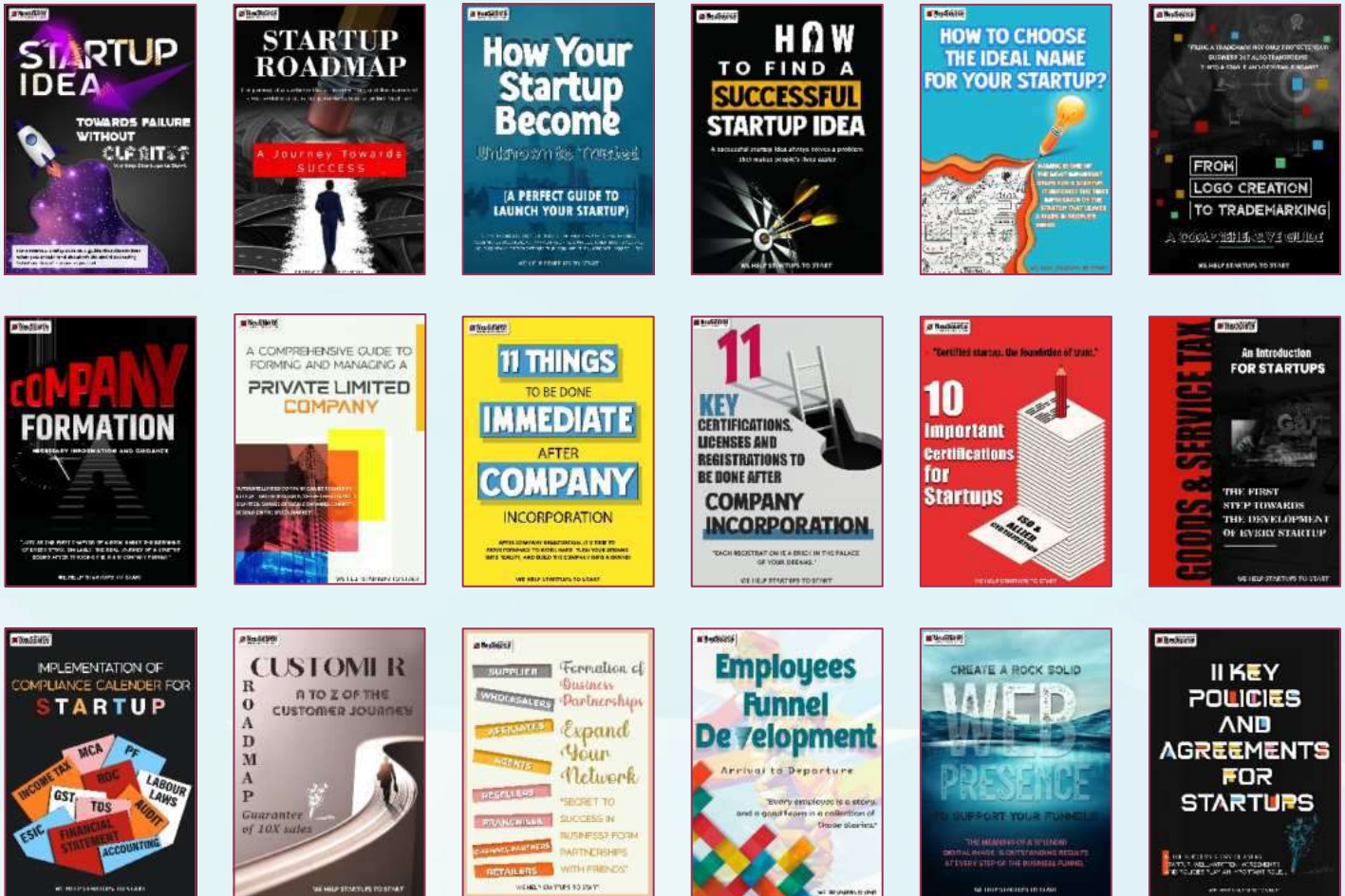
Always keep a list of your challenges ready. The longer this list, the better, because most business challenges are so interlinked that solutions cannot be found unless broken down into smaller tasks.

To succeed in the startup game, you will have to do everything you might not even know yet. Every failure will teach you what not to do to make your business successful, and this "not to do" list will come from your experience, not from Google.

If you think of doing everything yourself, the startup game is not for you. Stay away from it. If you want to play it, you must adopt the mindset of getting most of the work done by others.

The Big No To Temporary Solutions, even if it takes a little more time and cost, do not move forward without finding a permanent solution to any problem.

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