



# SEVEN KEY STEPS FOR START-UP SUCCESS

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# 1

## THE ENGINEERING QUESTION

Can you create breakthrough technology instead of incremental changes

# 2

## THE TIMING QUESTION

Is now the right time to start your particular business

# 3

## THE MONOPOLY QUESTION

Are you starting with a big share of the market

# 4

## THE PEOPLE QUESTION

Do you have the right team?

# 5

## THE DISTRIBUTION QUESTION

Do you have a way to not just create, but deliver your product

# 6

## THE DURABILITY QUESTION

Will your market position be defensible 10 and 20 years into the future?



# THE SECRET QUESTION

Have you identified a unique opportunity that others don't see