THE

STARTUP ROADMAP

How to Start a Business:
Your Step-by-Step Guide

EDGAR DIAZ | WWW.KUKENAN-GROUP.COM

Intro

Welcome to The Startup Roadmap — your practical, step-by-step guide to turning your idea into a real, running business.

As a business coach, I've helped dozens of first-time entrepreneurs go from "I have an idea" to launching with confidence, a clear plan, and real revenue.

This guide covers the 6 essential steps every founder needs to take — and the most common mistakes to avoid along the way.

Let's get started!

1

Validate Your Idea

Why It Matters:

A business built on assumptions fails fast. Validation saves you time, money, and heartbreak.

How to Do It:

Talk to 10 real people: Not friends and family — actual potential customers. Ask about their problems, not your solution.

Run a SWOT Analysis: Map your Strengths, Weaknesses, Opportunities, and Threats before investing a dollar.

Test before you build: Sell a prototype, a pre-order, or a service manually before spending on product development.

2

Define Your Business Model

Why It Matters:

Passion doesn't pay bills. You need to know exactly how your business makes money before you launch.

How to Do It:

Choose your revenue model: One-time sales, subscriptions, retainers, licensing, or commissions — pick what fits your market.

Know your numbers: Calculate your pricing, cost of delivery, and break-even point from day one.

Define your ideal client: The more specific your target, the easier everything else becomes — marketing, sales, and service.

3

Legal Setup & Registration

Why It Matters:

Operating without the right legal structure puts your personal assets and reputation at risk.

How to Do It:

Choose your business structure: LLC, Sole Proprietor, Corporation — consult a local attorney or CPA to pick the right one for you.

Register your business: Secure your business name, EIN (tax ID), and any required state or local licenses and permits.

Open a business bank account: Never mix personal and business finances. A separate account protects you and keeps accounting clean.

4

Build Your Sales & Marketing Plan

Why It Matters:

A great product with no visibility is still a failed business. You need a plan to reach the right people.

How to Do It:

Define your marketing channels: Where does your ideal client spend time? Focus on 1–2 channels first: Instagram, LinkedIn, Google, referrals.

Create your core offer and pitch: Explain what you do, who it's for, and why it matters in under 30 seconds.

Set your first sales goal: Start specific: your first 5 clients, your first $5,000 in revenue. Reverse-engineer the actions needed.

5

Set Your 90-Day Launch Plan

Why It Matters:

Without a concrete timeline, ideas stay ideas. A 90-day plan turns intention into consistent action.

How to Do It:

Break it into 3 sprints of 30 days: Month 1: foundation. Month 2: outreach and first clients. Month 3: refine and grow.

Set weekly priorities: Every Monday, pick your top 3 actions for the week. Nothing else matters until those are done.

Track your KPIs weekly: Revenue, leads, conversion rate, and client satisfaction. What gets measured, gets improved.

6

Avoid These Common Mistakes

Why It Matters:

Most new businesses fail for predictable reasons. Knowing them in advance puts you ahead of 90% of founders.

How to Do It:

Waiting for perfect: Done is better than perfect. Launch, learn, and improve. Perfectionism is procrastination in disguise.

Skipping the business plan: Even a one-page plan forces you to think through the key decisions before reality forces them on you.

Doing everything alone: Get a mentor, a coach, or an advisor early. The fastest path to growth is learning from someone who's walked it.

Your Startup Checklist

Use this before you launch — check each box with confidence.

Validate:

- [ ] Talked to 10+ potential customers
- [ ] Identified the #1 problem you solve
- [ ] Completed a SWOT analysis
- [ ] Tested your idea before investing

Business Model:

- [ ] Defined your revenue model
- [ ] Set your pricing and break-even point
- [ ] Clearly defined your ideal client

Legal & Financial:

- [ ] Registered your business entity
- [ ] Obtained required licenses/permits
- [ ] Opened a dedicated business bank account
- [ ] Set up basic bookkeeping

Marketing & Sales:

- [ ] Chosen your 1–2 primary marketing channels
- [ ] Written your 30-second pitch
- [ ] Set your first revenue goal
- [ ] Built or planned your basic online presence

Launch Plan:

- [ ] Created a 90-day action plan
- [ ] Defined your weekly KPIs
- [ ] Identified a mentor, coach, or advisor
- [ ] Scheduled your first weekly review

Conclusion

Starting a business is one of the most exciting — and challenging — things you'll ever do.

Following these six steps won't guarantee overnight success, but they will give you a real foundation — the kind that most first-time founders skip and later wish they hadn't.

Remember: you don't need to have it all figured out.
You just need to take the next right step.

Let's get started!

Ready to take your first step with the right support?
Book a free 30-minute strategy call with Edgar.
www.kukenan-group.com

Thank You!

I hope this roadmap gave you the clarity and confidence to take action.

Starting a business is a journey —
and you don't have to walk it alone.

Don't hesitate to reach out.
I can help you transform your business!

Edgar Diaz