SHIKHA SOLUTIONS | FREE FOUNDER GUIDE

Business Start Roadmap

Idea se First Practical Step Tak

Starting a business does not require a perfect plan from day one. It needs clarity, preparation, courage and one serious first step.

THE 8-STEP ROADMAP

01	Identify One Real Problem	02	Choose One Type of Customer
03	Create One Small Paid Offer	04	Prepare Your Basic Backend
05	Build 3-6 Months Backup	06	Speak to 10 People
07	Take One Pilot Client	08	Improve Your Offer

PEOPLE | SYSTEMS | SALES | EXECUTION

Find the customer and problem

Start focused. Clarity grows when you can explain whom you help and why.

01 Identify One Real Problem

Sabse pehle yeh clear karo: aap kis problem ko solve kar sakte ho?

EXAMPLES / QUICK ACTIONS

- Sales follow-up, social media consistency, website setup
- Hiring, accounting support, product sourcing, operations

Business idea tab strong hota hai jab problem real hoti hai.

02 Choose One Type of Customer

Decide: aap kiske liye kaam karna chahte ho?

EXAMPLES / QUICK ACTIONS

- Local business owners, shop owners, coaches, doctors
- Startup founders, real estate, restaurants, product brands

Sabke liye service banana confusion create karta hai.

Make the first offer real

Test something small before investing in a complex business model.

03 Create One Small Paid Offer

Starting mein bada business model mat banao. Ek simple paid offer banao.

EXAMPLES / QUICK ACTIONS

- 7-day setup, 1-hour consultation, basic audit
- Website starter, social media starter, sales follow-up setup

Test demand. Build confidence. Get feedback.

04 Prepare Your Basic Backend

Job ya current work ke saath side mein minimum backend ready karo.

EXAMPLES / QUICK ACTIONS

- Name, logo, Instagram page, one-page service description
- Payment method, Google Form or WhatsApp, basic portfolio

Perfect branding ka wait mat karo. Minimum se start karo.

Prepare and talk to the market

Check the practical risks and learn from real conversations.

05 Build 3-6 Months Backup

If considering leaving a job, check the financial pressure before deciding.

EXAMPLES / QUICK ACTIONS

- Monthly personal expenses and family responsibilities
- Minimum income, emergency savings, side-income test

Courage and preparation can work together.

06 Speak to 10 People

Apne network mein 10 logon se honest conversation karo. Pehle pitch mat karo.

EXAMPLES / QUICK ACTIONS

- What business problem matters most to them?
- What would they pay to improve? What outcome is useful?

Clarity market se aati hai, sirf dimaag se nahi.

Get the first proof

A pilot engagement should create learning, clarity and a result you can document.

07 Take One Pilot Client

Pehla client sirf perfect pricing ke liye nahi. Learning aur proof ke liye bhi hai.

EXAMPLES / QUICK ACTIONS

- Agree scope, timeline and a measurable expected outcome
- Send regular updates, ask for feedback, document results

First client se learning bhi milti hai, proof bhi.

08 Improve Your Offer

Pehle client ke baad review karo: kis kaam se value mili?

EXAMPLES / QUICK ACTIONS

- What was useful? Where was confusion? Was pricing right?
- How can you deliver this outcome more consistently?

Real business model feedback ke baad shape hota hai.

Quick self-check

Write your answers. Do not leave these important decisions only in your head.

1 **Main kis real problem ko solve kar sakta hoon?**

2 **Mera ideal customer kaun hai?**

3 **Mera first small paid offer kya hai?**

4 **Kya mere paas 3-6 months ka financial backup hai?**

5 **Main first 10 conversations kin logon se karunga?**

6 **Mera first pilot client kaun ho sakta hai?**

7 **Main result ka proof kaise collect karunga?**

ONE SERIOUS FIRST STEP

Business start karne ke liye 100% confidence nahi chahiye.

1. A real problem
2. One clear customer
3. A small paid offer
4. A practical backup plan
5. 10 honest conversations
6. One pilot and proof

Ready to put your plan into action? Use the 30-day planner on the next page.

Your 30-day action planner

NEW: Turn the roadmap into one practical month of market testing.

MY TARGET CUSTOMER

THE PROBLEM I WILL SOLVE

MY FIRST PAID PILOT OFFER

TOP 3 ACTIONS FOR THE NEXT 30 DAYS

ACTION	OWNER	DUE DATE

MY FIRST 10 CONVERSATIONS

PILOT RESULT I WILL MEASURE

NEED EXECUTION SUPPORT? Start with a free discovery conversation.

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