

GETTING ORGANIZED

- Make a Business Plan
- Get Help
- Set Up Your Company
- Decide Owners' Rights
- Set Up Operations

GETTING FUNDED

- Funding Options
- Equity
- Debt

GETTING THE RIGHTS

- Get the Rights
- Trademark
- Copyright
- Patent
- Trade Secrets
- Clear the IP

GETTING IT MADE

- Make a Prototype
- Source Your Regulations
- Figure Out Fulfillment
- Hire a Manufacturer

GETTING IT SOLD

- Pick a Sales Strategy
- Plan Your Promos

GETTING PROTECTION

- Risk Management Strategy
- Contracts
- Insurance & Bonds
- Vigilant Due Diligence

GETTING RICH

- Valuation Basics
- Structure Your Deal

