JUPITER PRIME

Consulting • Training • Advisory

جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

Business Start-Up Planning and Launch Training Course

17 – 21 October 2027
Online

jupiterprime.uk

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

Business Start-Up Planning and Launch Training Course

Ref: 1988_73193 **Date:** 17 – 21 October 2027 **Location:** Online **Fees:** 1900 GBP

Business Start-Up Planning and Launch is a 1-week training course for aspiring entrepreneurs and new founders who are turning an idea into a trading business, and it produces a Launch Readiness Plan. Funding has become more selective and customers switch quickly, so founders who test demand and plan cash early waste less money and time. Jupiter Prime Training runs this course on business start-up planning and launch.

Why Business Start-Up Planning and Launch Matters Now

Three forces shape new ventures today. Investors and lenders now ask for evidence of demand before they commit capital, digital channels let a founder reach early buyers cheaply but also let rivals copy an offer within weeks, and suppliers expect clear payment terms from day one. A founder who validates the problem, prices with care and forecasts cash can launch lean and adjust quickly. One who skips these steps often runs out of runway before the first repeat order. The course rests on customer discovery, the lean start-up method of build, measure and learn, and a one-page business model.

Who Gains Most from Business Start-Up Planning and Launch

- Founders shaping a first product or service
- Early partners responsible for sales, pricing and the first customer relationships
- Professionals preparing to leave employment to start a firm
- Owners of family firms launching a new line
- Incubator and accelerator participants preparing for a funding conversation

Co-founding teams gain most when two or three partners attend together and agree the model and cash plan together.

Business Start-Up Planning and Launch Capabilities

Participants move from a raw idea to a tested venture design with numbers behind it.

- Test a problem statement through structured customer interviews — the decision to proceed or pivot
- Design a one-page business model linking segment, offer and revenue — co-founders and advisers
- Calculate unit economics and a break-even point — pricing and early investors
- Build a 12-month cash flow forecast with runway — lenders and the founding team
- Weigh funding routes from savings to equity — ownership and control
- Specify a launch sequence with first-customer targets — sales partners and early hires

Key Business Start-Up Planning and Launch Terms

- Minimum viable product — the simplest version of an offer used to test whether customers will pay.
- Customer discovery — structured conversations with potential buyers to confirm the problem exists.
- Unit economics — the revenue and cost attached to one sale or one customer.
- Runway — the number of months a venture can keep operating with its current cash.
- Pivot — a deliberate change to one part of the business model after evidence disproves an assumption.
- Bootstrapping — funding a start-up from founder savings and early sales rather than outside investors.

Business Start-Up Planning and Launch Day by Day

Day 1: From Idea to Validated Problem

- Problem Statement Canvas — Which Customer Pain Is Worth Solving
- Customer Interview Scripts — Separating Real Demand From Polite Interest
- Market Sizing From the Bottom Up — Realistic First-Year Reach
- Competitor and Substitute Mapping — Where the Offer Can Stand Apart
- Assumption Ranking Matrix — Which Belief to Test First

Day 2: Designing the Business Model

- One-Page Business Model — Linking Segment, Offer, Channels and Revenue
- Value Proposition Statement — Why a Buyer Chooses This Offer
- Revenue Model Options — Subscription, Project or Product Sale
- Minimum Viable Product Scoping — What to Build for the First Test
- Build, Measure, Learn Loop — Setting Evidence Thresholds for a Pivot

Day 3: Numbers That Decide Viability

- Pricing Methods for New Offers — Cost-Plus Versus Customer-Perceived Worth
- Unit Economics and Contribution Margin — Whether Each Sale Pays Its Way
- Break-Even Analysis — Sales Volume Needed to Cover Fixed Costs
- Twelve-Month Cash Flow Forecast — Timing of Receipts and Payments
- Runway and Burn Rate Tracking — When to Raise or Cut Spending

Day 4: Funding, Structure and First Customers

- Funding Route Comparison — Bootstrapping, Loans, Grants and Equity
- Investor Pitch Narrative — Problem, Traction and the Ask
- Legal Form and Founder Agreement — Ownership, Roles and Exit Terms
- First-Customer Acquisition Plan — Channels, Offers and Conversion Targets
- Early Sales Pipeline Board — Tracking Leads to Signed Orders

Day 5: Practising the Launch Readiness Plan

- Validated Problem and Model Review — Confirming the Case From Days One and Two
- Cash Plan Stress Test — Applying the Forecast to Slow-Sales Scenarios
- Pitch Rehearsal With Peer Challenge — Sharpening the Funding Request
- Launch Milestone Calendar — First Ninety Days of Trading
- Launch Readiness Plan Completion — Model, Cash, Funding and Customer Targets

Applying Business Start-Up Planning and Launch After the Course

- Run ten customer discovery interviews and update the assumption ranking matrix.
- Rebuild the twelve-month cash flow forecast each month with actual receipts.

Business Start-Up Planning and Launch Questions FAQ

What is business start-up planning and launch, and why does it matter now?

Business start-up planning and launch is the discipline of testing an idea, designing its model, forecasting cash and winning first customers. It matters now because funders expect evidence and copycat rivals move fast, so untested ventures rarely survive their first year.

Which roles gain most from business start-up planning and launch training?

Founders and co-founders gain most, along with professionals about to start a firm and owners launching a new line. Sales and finance partners benefit from building the numbers together.

How does business start-up planning and launch differ from a small business management course?

Business start-up planning and launch covers the months before and just after trading begins: validation, model, cash and first sales. A small business management course assumes an operating firm and focuses on running staff, processes and growth.

What do you bring back from business start-up planning and launch training?

You bring back a tested business model, a twelve-month cash forecast, a funding comparison and a launch calendar, joined in one plan.

Business Start-Up Planning and Launch: The Way Forward

The Launch Readiness Plan first informs the decision to commit savings or approach a funder. Co-founders, advisers and early lenders use it to judge whether the venture is ready to trade. After the first ninety days, founders should revisit the unit economics and pricing, because real sales data usually shifts the margin assumptions made before launch.