

Start-up framework

Objective	Focuses	Actions	Target Date	Notes
Business planning	<ul style="list-style-type: none"> ○ Stakeholders ○ Macro environments ○ Micro environments ○ Mastermind group 	<i>(e.g. Research government policy)</i>		
Product Development	<ul style="list-style-type: none"> ○ Online research ○ Findings and feedback ○ Modelling ○ Testing 	<i>(e.g. Develop prototype on CAD software)</i>		
Intellectual Property	<ul style="list-style-type: none"> ○ Identify ○ Protect ○ Commercialize 	<i>(e.g. Research and decide appropriate IPR for your solution)</i>		
Promotion	<ul style="list-style-type: none"> ○ Promoting yourself ○ Promoting your brand ○ Engage key personnel ○ Social channels 	<i>(e.g. Create a personal blog)</i>		