



your **START UP** *story*
GROWING . DEVELOPING . GUIDING



Start at the Beginning Module

This module is suited to anyone who hasn't yet started the ball rolling with setting up their business, who wants to make sure that they are not missing any important steps out, either legally, financially or on the administration side.

This module focuses on the very first steps that should be taken when setting up a business. It makes sure that your business is starting off on the right track, ticking all the right boxes so that you begin from concrete building blocks.

Learning Activities:

This 1 week online course (with expert 1:2:1 help) you will:

- Understand how to write a comprehensive Business Plan through YSUS's Guide
- Then complete your Workbook for creating a Business Plan for your company with guided advice and support
- Receive a Guide to work through covering HMRC registration, small business regulations and the different types of business insurance as well other business specific templates
- Be given a Guide on small business funding opportunities
- Understand how to create mission and vision statements through YSUS's Guide
- Complete your Workbook on creating mission and vision statements for your business
- Understand the importance of branding through YSUS's Guide
- Complete your Workbook on creating a brand story for your business
- Receive a book-keeping template
- Receive a profit and loss template

Learning Outcomes:

At the end of this module you will have the knowledge and understanding of the legal, financial and administrative responsibilities when starting a business. You will have a broad understanding of branding and will have crafted your own message and story bespoke to your business.

As part of this module you will receive 2 accounting templates (grass roots level) and be signed posted to a wealth of different contract templates (employment, provision of services, sales agreements, confidentiality agreements etc).

This module naturally leads on to the next meaty topic which is all about marketing – from understanding the concept of marketing right the way through to creating a strategy and action plan for all your marketing activities.

Note:

This module does not guarantee commercial success or increased business revenue. All business decisions will be at the sole discretion of the business owner and not YSUS. YSUS does not accept any liability or responsibility for the success or failure of YSUS's clients' business ventures.