



#### Business strategies for start-ups and SMEs



# Creativity

Business plan is fundamental to success and provides a platform to identify key milestones for your start-up and metrics to monitor these.

## Adaptability

Having a flexible structure in place from the outset allows start-ups to work to maximise their value at the time of exit.



# Scalability

Cash flow management and funding is key to scaling the growth of your start-up business. On expanding to new markets, be aware up-front of any challenges ahead so you can plan to succeed.

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Important to have the right advisors for your start-up to support you through the first few years of your business plan.





Growth

**Business strategies** 

Monitor growth accordingly

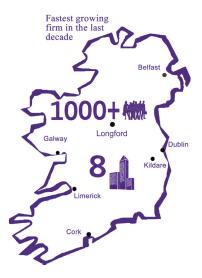
Manage cash flow

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