

# 10 STEP GUIDE TO BUILDING A PROFITABLE TECH STARTUP



HOW TO TURN YOUR APP IDEA INTO A  
SCALABLE BUSINESS

BY EMPIRE ELEMENTS

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# Be **passionate** about your idea

## Decide **which idea** you are passionate about

Long hours and months of hard work are ahead of you. It's not going to be easy. Choose your idea carefully and make sure you are passionate about it. Otherwise, it will get too hard, and you will most likely quit.

Some people set out to be entrepreneurs in a specific industry because others are successful. Without a real passion, you won't last long.

That's why being passionate about your idea is a must-have and a number one on this list.

Pick one single reason you want to create your startup and write it down.

I am passionate about my idea because:

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# Always **add massive value**

## Focus on your **customer**

A second crucial step after deciding on your idea is your customer.

**You have to help them solve an issue.** But that's not enough. Your competition is probably doing that already. When you bring a massive amount of value to your customer, while solving their problem - then you have something.

Value can be that your customer gets more, faster or better. If you charge more for delivering a better quality product and faster than the competition, your customers will flock to you.

Always, always focus on the value you are offering. Even such a simple thing as fast communication and better customer service can be the reason the customer pays you and not the competition.

**Always, always add value.**

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## Sketch your idea first

### Quick and **easy** sketches

There is no right or wrong way to sketching ideas. It's the first step you need to take. Grab a pen and paper (yup old school) and without disruptions start drawing your vision. It could be just a bunch of keywords, a list of ideas you want to build, a mindmap. Maybe something more complex like your user personas and why would they use your app.

The point of this exercise is to let your ideas flow freely and sketch them as fast as you can on a paper. Nothing pretty, just fast and functional.

These are your first notes. Think of your unique solution to a problem.

### Ideas to sketch:

1. Create user personas
2. Create user flows
3. Start sketching ideas quickly
4. Create wireframes and build a prototype

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## Build a prototype

### Present your idea to **investors**

Probably the main reason to build a prototype is to show it to your investors when pitching your idea for investment. The trick is not to complicate it. Most startups add features and complexity, trying to impress potential investors.

You need clarity. Everyone who uses your prototype needs to get it straight away and say "Wow, this is awesome I would download and use your app".

Your prototype needs to show the basics of your idea in the simplest way.

### Tools that can help you create a prototype:

1. InVision
2. Figma
3. AdobeXD
4. Sketch
5. Web flow

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# Find investor(s) to raise cash

## Secure investment to start building MVP

Developing a web or mobile app MVP can cost from £20K to £200K or even more. I assume you don't have this money ready, meaning you will need to raise that capital.

Most startups secure funding through crowdfunding, debt or an angel investor for equity. The right investor will allow you to build your product quickly without cutting corners.

If you think you can build your idea into a mobile app for £5K, then you will be disappointed. You will need a lot more money and probably an investor on board!

But how and where you get the right investor? Prototype and a pitch deck will go a long way, but you still need a robust business plan and a marketing strategy for user acquisition.

**Prepare yourself, become investable!**

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# Focus on **building** an MVP **fast**

## Focus on **basic** features

Don't make the mistake of overcomplicating your MVP. It's called **Minimum Viable Product** for a reason. MVP is essentially a product with core features necessary to launch and introduce it to the world. And start promoting your business and acquire users.

Acquiring first customers and listening to their feedback is essential. You can create the perfect product for yourself, but how useful is it if there is no one using it?

Building MVP can take on average 3-6 months. You need to have a very skilled and reliable technology partner to help you build your idea into a ready to launch product.

Most common mistake startups make? They take too long to launch their product. Perfecting complicated features, they don't know how to build or worse if the users even want such features - essentially setting on a path of running out of money by developing unnecessary features.

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## Be ready to scale globally

### Plan to be global from the start

You have MVP built, planning your entire product roadmap with marketing to support your global expansion.

But there is a problem! Your systems are not capable of scaling to support traffic demands. Your customers are complaining and giving your app terrible reviews because of slow service and poor user experience. That would be a disaster, right?

Yet we see this happening too often. Startups don't plan much to scale up their ideas. Cutting corners and saving in the wrong places can spell disaster in future. Just when your idea is about to take off.

It's the most crucial moment where your startup gets traction. You need your infrastructure to be able to cope and scale in line with your business growth!

**Plan for global expansion from the outset.**



# Put together a great team

## Because you can't do it all by yourself

Do you think you can do it all by yourself? Well, you can't. No matter how hard you work, to scale your business, you need a team - the right team. For your startup to grow, you will need to become a leader of a great team.

It's not easy to pick your team. One of the criteria for choosing the right team members should be our #1 tip - Be passionate about your idea. If your team shares your passion, your vision and can help you get there, the journey will be much easier and faster.

Don't go overboard with hiring because multiple business partners without focus and clear vision will not attract much enthusiasm and talent.

Hire people that can get stuff done, who connect with you on a personal level and whom you can trust.

# A marketing **strategy** that works

## Converting visitors to customers

Marketing and sales are not the same things. Both require separate strategies and planning.

Unfortunately, most startups completely leave out the fact they need to sell their products. They need a solid marketing strategy that would do that.

Think about where will you get the first 1,000 customers? What value do you bring and what problem you solve. Then create a marketing strategy that works.

Spending a few thousand on Google CPC or Instagram adverts is not going to cut it. That will get you nowhere.

Think about it, the fact you are reading this PDF is a result of carefully created value-based marketing strategy. 😊

# What's your **exit** strategy?

## What is your **long term** plan?

Where would you like your startup to be in 10 years from now?

Not everyone wants to exit the business, and that's fine. But you need to decide how large you want to grow your Empire. As your startup grows, your responsibilities will change over time.

Right now, you are probably doing everything yourself. Trust me; I know how that feels. But think about everything you may have to do and learn. Perhaps manage a team of 6 or 12 or maybe 120 people? Pretty scary, huh?

It's up to you to decide if you want to develop personally within the company and change as required or to exit the business altogether.

It's your idea, your plan, your future!

# Startup Strategy Session

**Book your FREE  
Startup Strategy Session  
worth £595**

60 minutes Zoom session

giving you a clear plan of how to build your idea

[Book your session now](#)

# Prototype development

## Your idea into a prototype in 30 days

Just one month from today, you could use an interactive prototype of your app idea on your mobile and show it to early adopters or investors.

[Get your prototype](#)

# MVP development

## Launch your minimum viable product in 90 days

Imagine seeing your idea turned into a fully functional app or website, launched just 90 days from today. Startups, entrepreneurs and investors build minimum viable products first because speed to market matters.

Let's turn your idea into a business asset.

[Let's build your MVP](#)



# Thank you!

**Empire Elements**

[empire-elements.co.uk](http://empire-elements.co.uk)

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Company no.: 06304858

D-U-N-S no.: 210059159