

START-UPS

For start-ups

IN YOUR FIRST YEAR OR TWO — BUILD IT RIGHT, DON'T REBUILD IT LATER

Got an idea, a side hustle or a young business where the wheels are wobbling? The earlier you put the right foundations in, the less you have to undo down the line.

01

BUILD IT RIGHT THE FIRST TIME

Foundations now that can save you 12 months of pain later.

Numbers, structure, who does what, what 'good' actually looks like — the stuff that's a 10-minute conversation now or a six-month rebuild in two years time if you don't sort it. I'll tell you straight what to put in first and what can wait.

02

STRAIGHT ANSWERS, NO FLUFF

What to build, what to ignore, what could cause problems later.

I'm not going to dress things up. I've started from nothing and I know what it feels like. You'll get plain English on where to put your time, where you're wasting it, and the one or two things that — if you don't fix them in the next 90 days — are going to cost you the business.

03

CASH, PRICING AND THE TRUTH ABOUT MARGIN

Don't confuse turnover with making money.

Most young businesses don't have a sales problem — they have a margin problem and a cash problem dressed up as a sales problem. I go through your pricing, your costs and your cash position properly so you actually know what each job, customer or product is making you.

BUILT RIGHT FROM DAY ONE

04

SOMEONE IN YOUR CORNER

The hard-hitting questions your friends and family won't ask.

Your other half, your mates and your accountant all want to be nice to you. I don't. I'll be the person you turn to for the questions nobody else is asking — and I'll be there when it's working and when it's not.

YOUR NEXT STEP

Start with a free rant.

No pitch, no slide deck. A straight conversation with someone who has actually done it.

kevinegancoaching.ie/rantbox