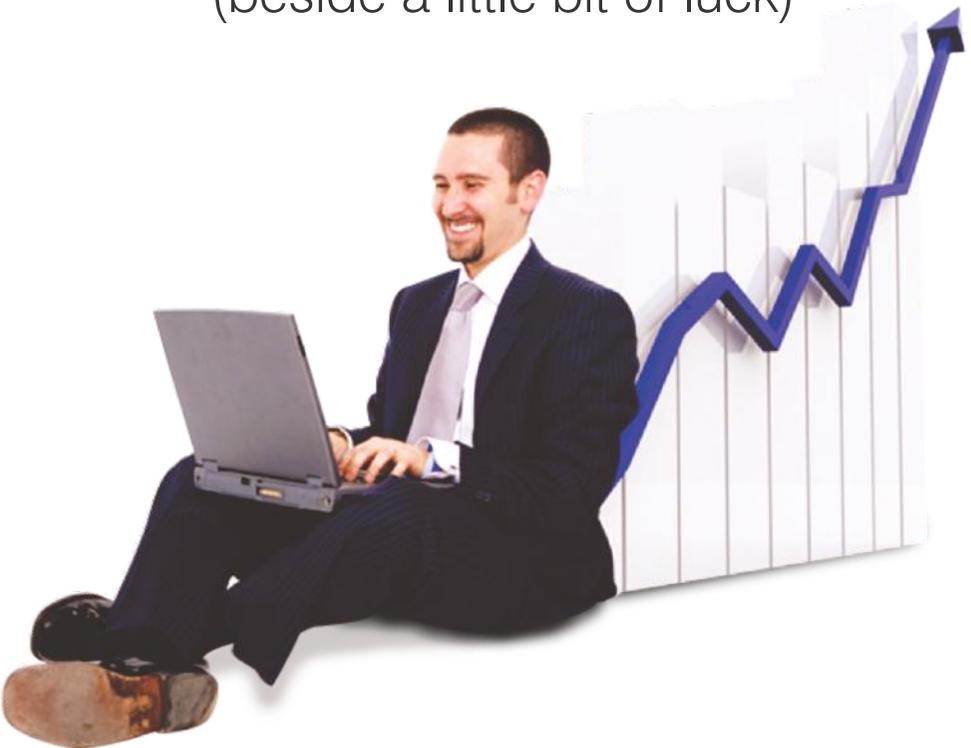




Flexible Office Solutions

WHAT START-UPS NEED

(beside a little bit of luck)





So you've decided to take the plunge and start your own business. It took courage but there's no looking back. You're your own boss now and can earn the rewards of your hard work (instead of letting someone else get them). You can feel the adrenalin rush. Because whatever you do from now on

depends entirely on you.

You are on the start line but, if you are like most start-ups, you don't know where to begin.

This booklet can be your guide. It will take your entrepreneurial desire through all the stages it needs to become a viable business.

Let's start at the very beginning. What kind of business venture do you want to enter? Here are some options:

Types of businesses

Part-time business You have other commitments but still want to start a business. This can work but it needs a lot of discipline. The business needs to be more than a hobby. You need to spend serious time and serious money (at least to begin with) so make doubly sure before you begin.

Franchising Start a franchise to run your own business with the training and support of a big name brand behind you.

Buying a business You can buy an existing business. This involves less risk than starting afresh.

Running a business from home An office environment may not be necessary for some ventures. Study the options and choose one that you can run from your home without disrupting the rest of the family. It should be an area that interests you and do make sure that family and business are kept strictly apart.



Team Office

Online business This has become increasingly popular. Scour the internet to find out which business slots are available for you to start a business. You should aim at something that has a different twist to it with products not easily available at the usual outlets.

What you should do before starting

- 1. Decide on a business structure** Do you want to be the sole owner of the business, in a partnership or part of a public limited company?
- 2. Undertake market research** You need to thoroughly research your market to assess the viability of your business idea.
- 3. Make a business plan** Make sure you have a clear roadmap before starting out. This is critical as you may want to show the plan to potential investors. Make sure all the loopholes you can think of are plugged. Get help in this area from an established entrepreneur if possible.
- 4. Invest in branding** You need to create a professional image right from the beginning. Get experts (not friends, unless they happen to be design experts) to design your logo, business card and stationery. That statement about you will separate you from the amateurs.
- 5. Set up a website** Register a domain name and create a well-designed website for your business.
- 6. Get an understanding of finance** If you want to give your venture a chance to succeed, you must understand at least the basics of financing. Learn how to deal with book-keeping and cashflow issues. Keep on top of invoices from Day One. You may well need to take on an accountant. It would be a wise move.



Complete Office

Raising finance

No business can run on 'Empty'. So consider very carefully how you can raise finance for your venture.

Get a bank loan A lot of formalities and paperwork involved. It's not certain that you can get the funding required but it's worth a try.

Help from family and friends Put the loan on a business footing so there's no misunderstanding. You may have to consider investing your personal finances. Be careful not to put your personal property (house, jewellery etc) at risk.

Angel Investors They provide funding as well as valuable mentor support and advice to businesses in the early stages. Consider carefully how much equity you are prepared to give away.

Crowdfunding Raising funds from outside - as well as peer-to-peer funding – is a good avenue to explore.

Complying with regulations

Get the right legal help to ensure that you follow the rules and regulations involved in starting a business. Familiarize yourself with intellectual property rights and applicable tax laws. Be sure to take out business insurance.



Getting started

To get started you need to find the right premises in a good business location. Don't rush into this as this will mean investing capital that you would need to grow the business. Renting or leasing might be a good option to begin with. You will also need to get equipped with PCs, printers, smartphones and furniture.



Conference Room

Selling and telling

Make sure you have a specific target audience and promote your product or service accordingly. Learn selling techniques and raise awareness. Be the best spokesperson for your product or service. Make sure you are well-informed about your product category as well as the market.

Getting inspired

You must believe in your venture and share the excitement you know is in your product or service. You need to be inspired. Study success stories of entrepreneurs like you: how they started, the challenges they faced and how they overcame them. Talk to other entrepreneurs, get connected, seek support and advice. Every new business needs an abundance of one particular trait: passion. You need to be passionate about every aspect of the business and let that passion show.

... a little bit of luck

Every venture needs a little bit of luck to succeed. But luck isn't all that elusive. As Stephen Leacock said, "I am a great believer in luck, and I find the harder I work the more I have of it."

DBS the best start for start-ups

DBS business centers share the excitement and passion that start-ups have and give them full support in their entrepreneurial ventures as they work towards fulfilling their dreams.

D-desking (shared office) DBS has just the kind of flexible office solutions start-ups need. D-desking (or a shared office) enables you to get a modern, fully-equipped and furnished office in a prestigious business location that you can share with like-minded people at a reasonable cost. The shared office also provides exciting networking opportunities. Many start-ups have literally found the resources and clients they need just by interacting with their office mates. (So much can happen over a cup of coffee!)

Single, Dual and Team offices

We also have Single, Dual or Team offices



Shared Office



Large Boardroom

of different sizes and capacities depending on the size of your business. You can scale up to a bigger office as your business grows without the bother of relocating.

Conference and Meeting Rooms

One important need of start-ups is a professional meeting place. DBS has many conference and meeting rooms that you can use for any purpose – from board meetings to confidential meetings, seminars and workshops and those all-important presentations where you have the support of a technical team to make sure everything goes smoothly.

Virtual office plan There is also the DBS virtual office plan – another good option for start-ups. This enables you to have an office without actually having one. You can meet clients in our lobbies, send and receive messages and avail of a host of business facilities on a pay-by-use basis.



Individual Office

Most important of all, we believe that you need to spend all your time and energy focusing on your business. At DBS, you can just walk in and get down to business. We take care of all the infrastructure, maintenance and time-consuming issues like staffing. As we like to say, “You run your business while we run your office.”



Flexible Office Solutions

You run your business while we run your office

- Bangalore** : DBS House, Cunningham Road, Tel: 080-4050 9200
- Chennai**: DBS House, Cathedral Garden Road, Tel: 044-4050 9200
- Hyderabad**: DBS House, Sardar Patel Road, Tel: 040-4050 9200
- Kolkata** : DBS House, Hungerford Street, Tel: 033-4050 9200
- Mumbai** : Raheja Chambers, **Nariman Point**, Tel: 022-4050 9200
- DBS Heritage House, **Fort**, Tel: 022-4077 9100
- New Delhi** : World Trade Tower, Barakhamba Lane, Tel: 011-4050 9200

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