

Aitico helps to **Start-Up** business or project. We use all the approaches and principles of strategic planning, business analysis with modeling and forecasting elements for this purpose. Business Start-Up is carried out on project basis with the complex approach.

### **Start-Up stages:**

- Definition of business activity (market investigation),
- Definition of target group and customers preferences (including customers' behavior prognosis),
- Project investments evaluation (technological, material, human, etc.),
- Sales plan work-out (search and evaluation of potential customers, market growth prognosis, etc.),
- Marketing plan work-out;
- Project team building (head-hunting, training, stress-tests, etc.),
- Preparation of project technical documentation, business registration,
- Technological process description,

- Development of IT-solutions for business processes automation,
- Testing – trial measuring,
- Project enforcement on the real basis,
- Results evaluation, finalization and improvement of technological and business processes,
- Industrial exploitation,
- Supporting and consulting (IT-solutions functionality support, upgrade, etc.).

It is important to involve experienced professionals to **Start-Up**, as the right beginning **is the key to success**

. You save time and money in such a way. Many businessmen would never start their business, if they evaluated business perspectives in advance. Many of them would change their market strategies, products and services assortment after business analysis done.

### **Start-Up**

art means to feel the market and to notice its' tendencies before others do it.

