

This chart shows the typical path founders follow in launching a digital native online brand.

It's divided into core activities that are repeated over the life of the business and optional activities. For some businesses, the optional activities may be core, for example a clothing brand that starts out selling globally or an indie food business that starts with a food truck and online store.

The starting point with any successful business will be a thorough understanding a customer need. Please, please, please do not skip this step. #StartSmart

