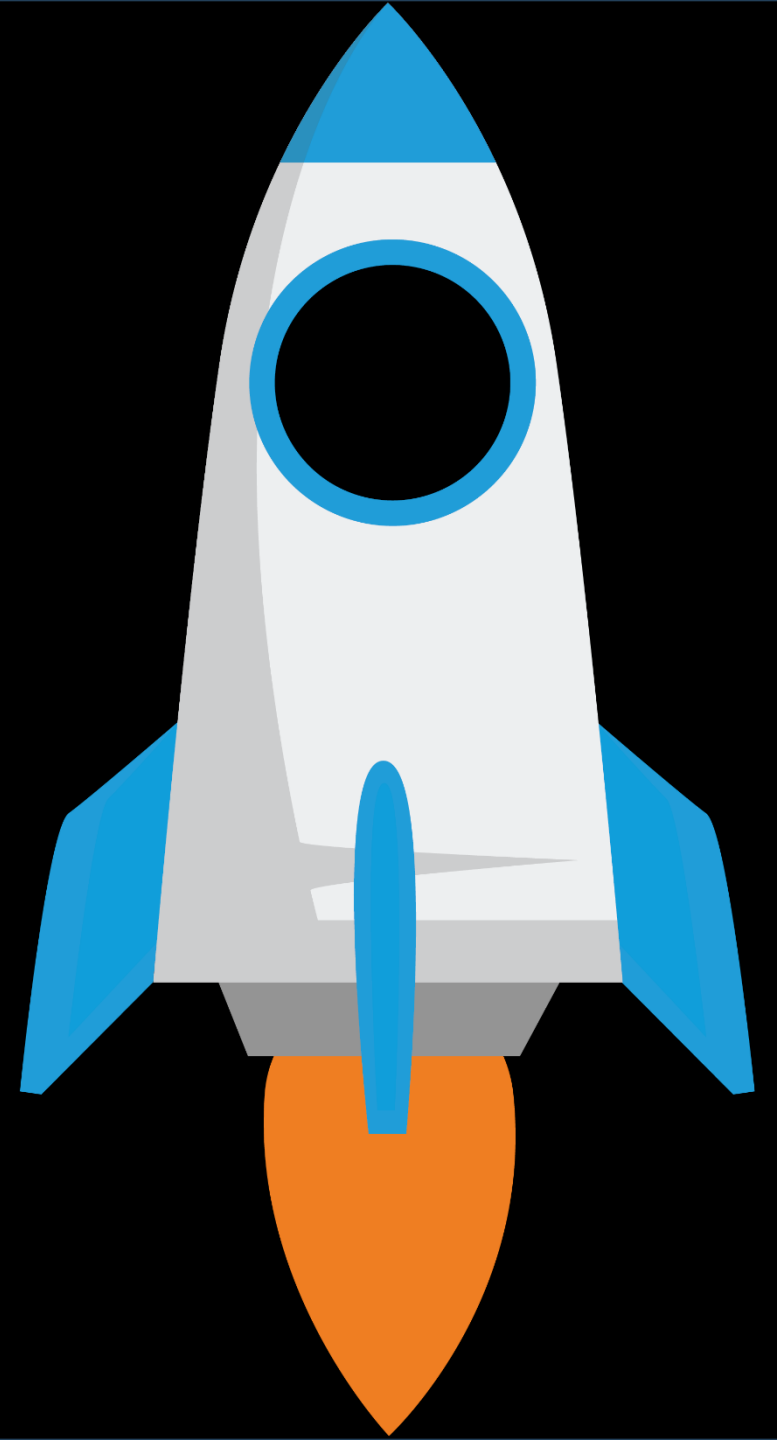


It ain't rocket science

START-UP LAUNCHPAD

TOTALSERVE

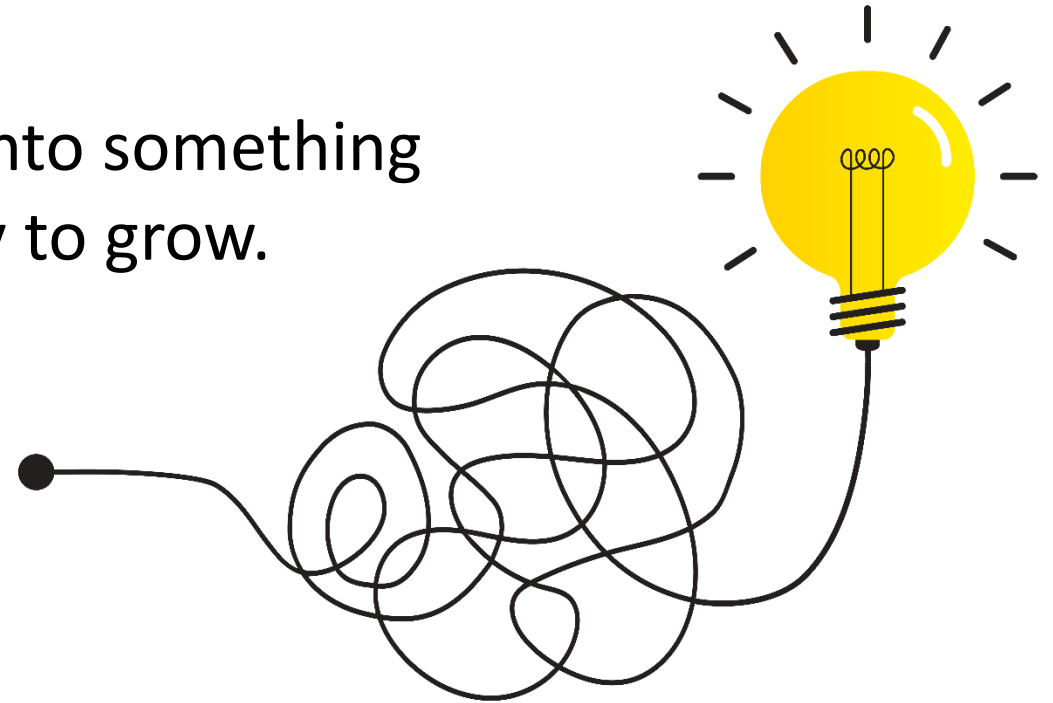


Today's Idea

People who want to start something of their own, often don't know where to begin.

Starting a company can be simple.

The real question is **how to turn an idea** into something structured, protected, recorded and ready to grow.



Who We Are

The logo for TOTALSERVE, with 'TOTAL' in bold black and 'SERVE' in a black outline font.

Legal, tax, corporate
and trusts.

www.totalserve.eu

The logo for PGE & CO, with 'PGE' and 'CO' in dark blue and '&' in a light blue script font.

Audit, accounting, tax, payroll
and business advisory.

www.pgeconomides.eu

The logo for cl8.com, with 'CLOUDLAYER' in small red text above 'cl8' in large dark blue letters, and '.com' in smaller dark blue letters below.

Cloud, data hosting, cybersecurity
and tech infrastructure.

www.cl8.com

You have an IDEA? So What!

Ideas in your mind do not become businesses on their own.

At some point, you need to get up from the couch, take the risk and make the first move.

Thousands of people turn ideas into companies, products and services every day.

Be bold. Build your idea.

Just make sure the basics are clear from the beginning.



Five Friends. One Idea.

SCENARIO

Five friends and co-workers have a **promising business idea**.
They start building it together.
They ask their manager for feedback.
They use office facilities, equipment and resources.
They develop a prototype and prepare to launch.



So, Who owns What?

Who **owns** the idea?

Do all five friends have **equal** rights?

Does the manager have any **claim**?

Does the **employer** have rights because company resources were used?

Who covers the **costs** until launch?

If an **investor** is interested, where exactly does he invest?

What **protects** the idea when it is shared?



Your Idea

To you, the idea is big, clear and exciting.

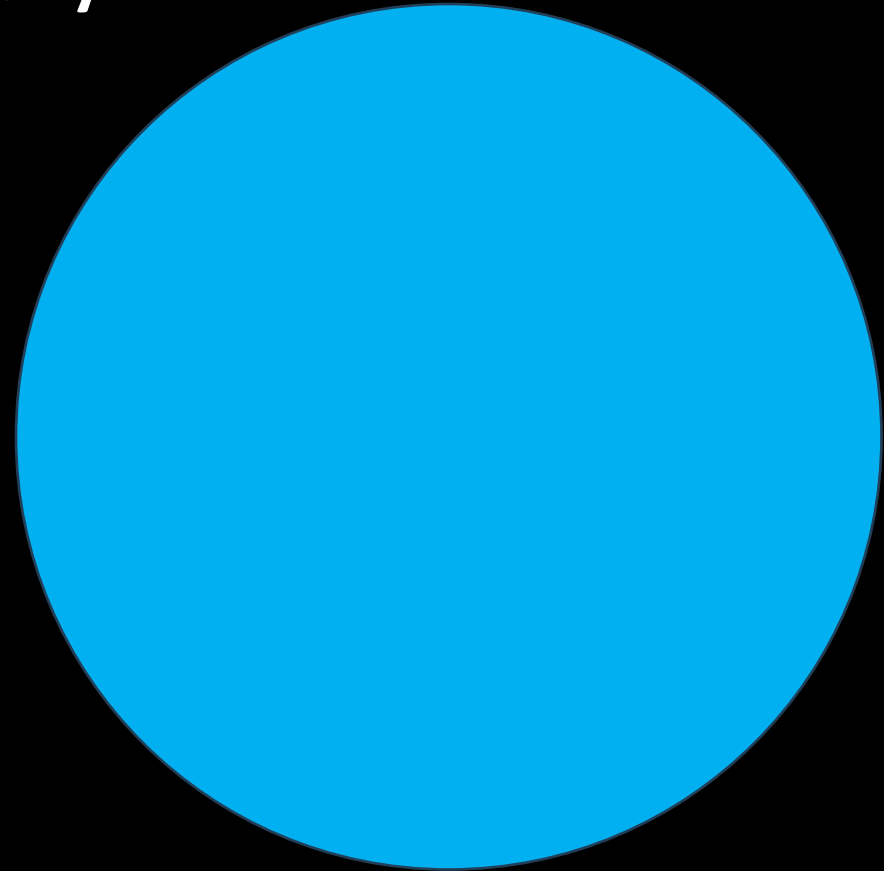


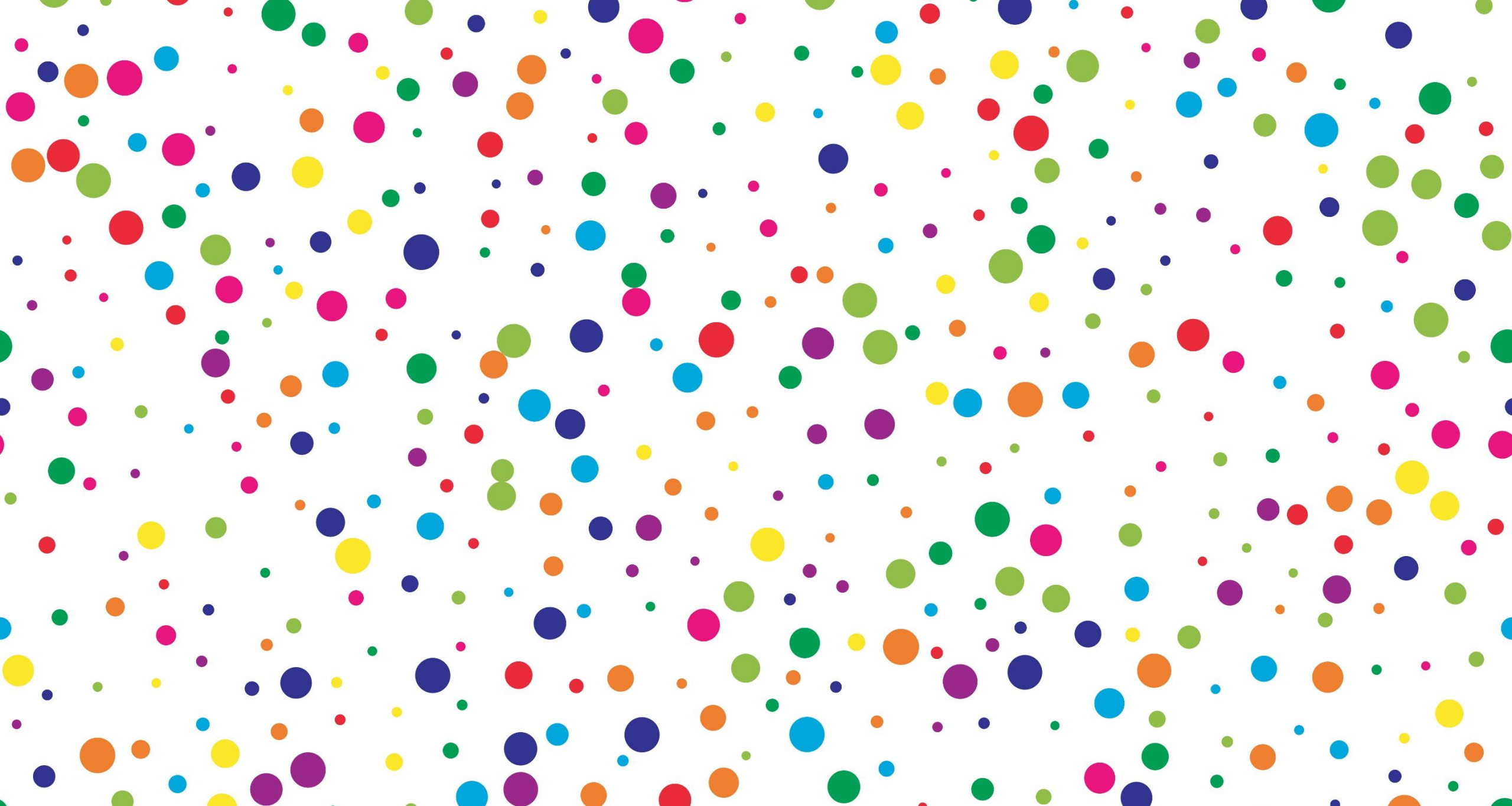
Your Idea in **the Real World**

To the market, it is one idea among many.

That is not a problem.

Structure, clarity, protection and execution help an idea stand out.





When the Idea **Becomes a Business**

Ideas often begin with trust, friendship and enthusiasm.
As the project grows, the practical questions become more important:

Who owns what?

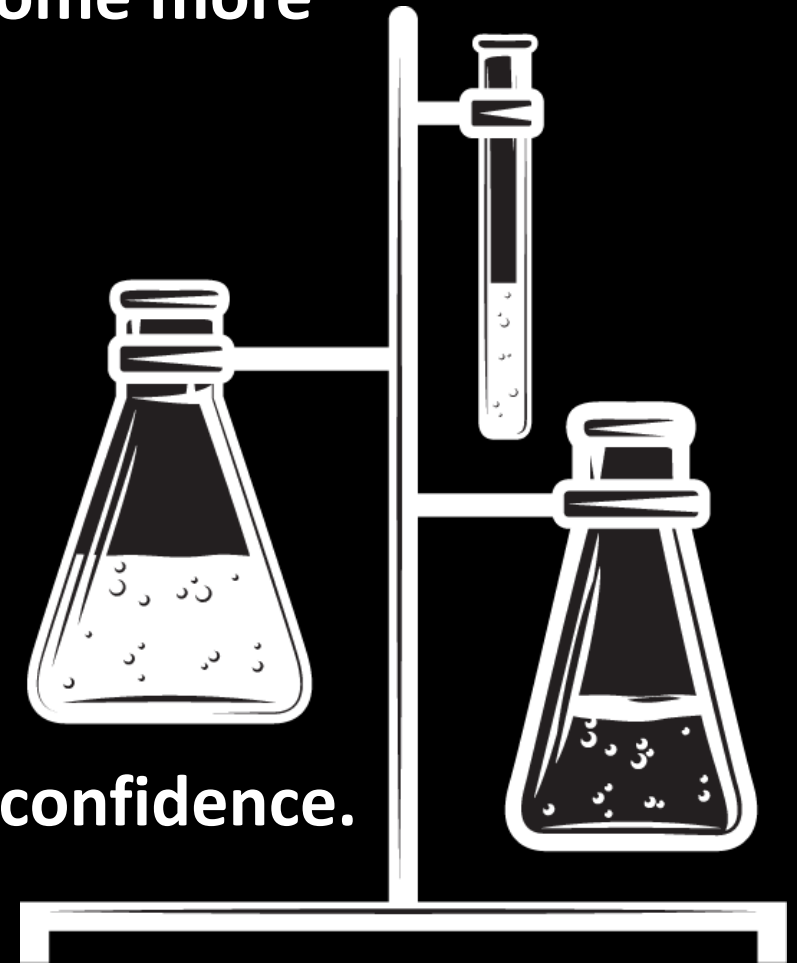
Who decides what?

Who contributes what?

Who carries responsibility?

Who benefits if the idea succeeds?

Clear answers help founders move forward with confidence.



Structure

Legal Corporate, Tax, IP

Legal - define ownership, contracts, responsibilities.

Corporate - form the company, assign shares, create governance.

Tax - ensure compliance, efficiency, and investor clarity.

Accounting - transparency and reporting.

IP - protect what you create before you share it.



Corporate

Before incorporation, founders should consider:

- company structure
- jurisdiction
- shareholders and shares
- founder roles
- decision-making
- shareholders' and employee agreements
- future investor entry

IP and Trademarks

Before launching or sharing the idea, founders should consider:

- brand name and logo protection
- trademark availability
- software, content or know-how ownership
- confidentiality before investor/client discussions
- patents, where relevant
- data protection basics

Audit, Accounting and Tax

From the beginning, founders should consider:

- accounting records
- tax registration and obligations
- VAT, where relevant
- payroll and employer obligations
- reporting requirements
- clean financial visibility for investors

Tech, Data and Security

For digital or tech-driven businesses, founders should consider:

- where data is stored
- cloud and hosting setup
- cybersecurity basics
- backup and recovery
- business continuity
- secure infrastructure

The Start-up Reality Check

Let's do an exercise.

Choose your own idea, an existing business, or a fictional start-up.

Score each area from 1 to 5.

1 = not clear

5 = fully clear

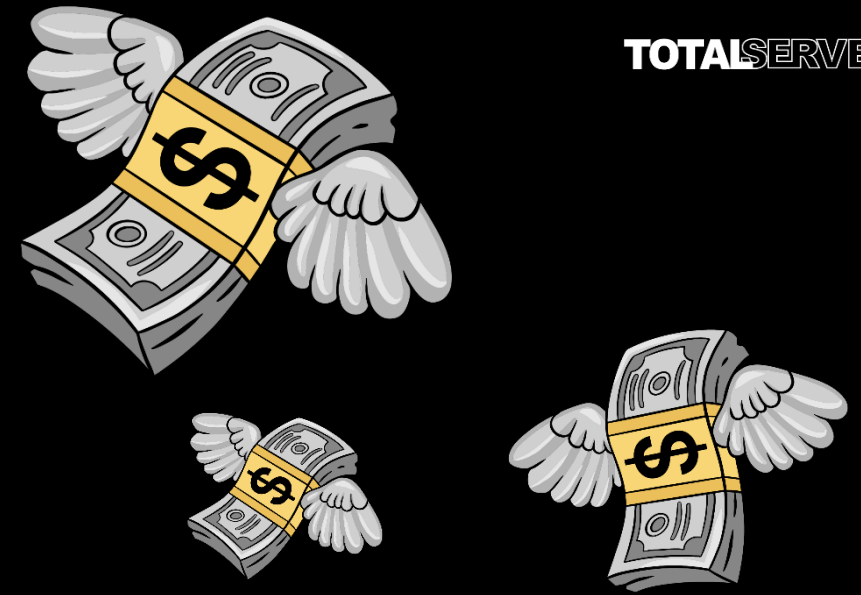
If you do not know the answer immediately, score it 1.

- Can you explain the idea clearly?
- Is ownership clear?
- Is there a company or structure?
- Are founder roles and shares agreed?
- Are basic agreements in place?
- Do you understand your tax and accounting obligations?
- Are your records and numbers clear?
- Is your name, logo, software, invention or know-how protected?
- Is your data, hosting and cybersecurity approach clear?
- If an investor asks today, what does he get?

Look at your lowest score. That is probably where you need to start.

Capital and Investors

If you have the capital to launch with your own money, that can be a strong starting point. But if you need investors, remember:



- better to own 50% of a good company than 100% of an average one
- investors look for opportunities, but also for structure
- capital is important, but it is not the only value investors bring
- the right investor may also bring contacts, market experience and credibility
- before approaching investors, know what you are actually offering

What Investors Look For

Investors do not only look at the idea.
They look for:

- clear ownership
- clean corporate setup
- basic governance
- financial visibility
- protected IP and know-how
- realistic market entry plan
- founders who understand the risks
- a clear answer to the question: **what does the investor get?**

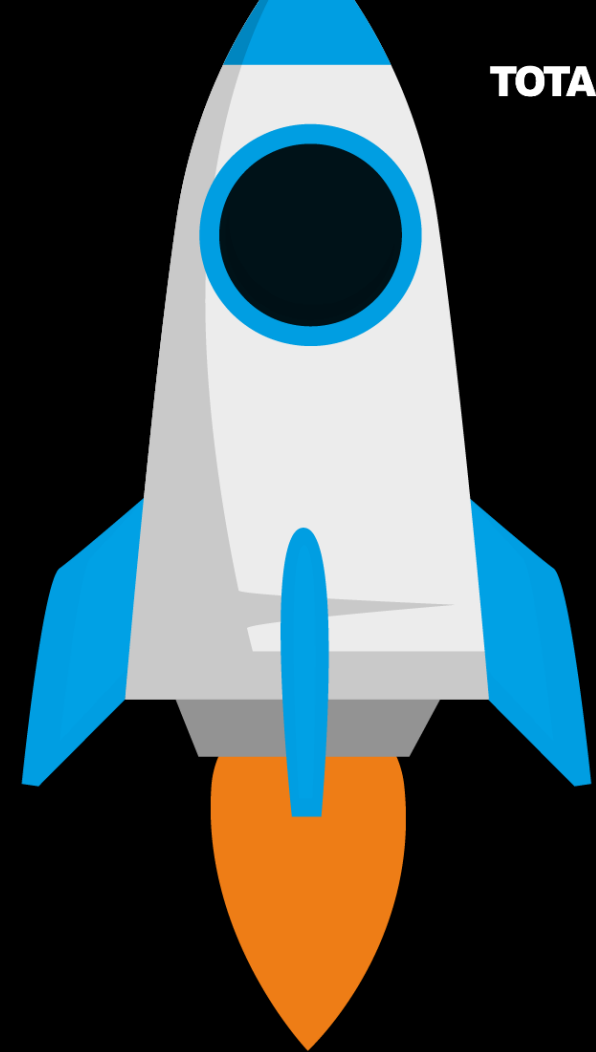


From Idea to Impact

The Start-up Launchpad helps founders deal with all the practical issues early.

- Company formation
- Legal and corporate support
- Tax and accounting
- IP and trademarks
- Cloud and tech infrastructure
- Investor readiness

Through Totalserve's wider network, selected start-ups may also be introduced to potential investors, strategic contacts or funding opportunities, where there is a suitable fit.



Thank
you

TOTALSERVE

Find us

www.totalserve.eu