

# The R.E.A.C.T. Model

By Ken Valledy for Build Your Edge

R

## Reach out and talk to a friend

Hearing yourself say 'I am thinking of starting my own business' is a game-changing experience.

E

## Attend events

Start to meet your new network / potential customers.

A

## Assess (research) your market

Discover more about your future market. Do you already have competitors? What gaps exist?

C

## Start Compliance & consider Co-founder

Start doing the necessary paperwork (registering a Company name / Business bank account) + think about having a co-founder.

T

## Understand Startup Terminology

Start to become familiar with the new language you will need to understand from Day One.

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