



EDUSNAP

FPG Beyond the Bag

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Starting your own company to publish:

Pros

- Increased availability
- Control of content, use, and dissemination
- 100% of profits retained

Cons

- Time, money, and stress
- Expertise gaps in multiple areas
- 100% of risk assumed

Planning for Success

- Budget and timeline
 - Create best case and worst case scenarios
 - Focus on the worst case (Double expenses and timeline)
- Raising starting capital
- Address expertise gaps
 - At minimum, accountant, attorney, platform developer
- Marketing plan
 - What is your niche? What evidence do you have that schools not only need it but *value* it?
 - Who do you know? Have they committed to purchasing? How do you move beyond your initial client base?