ZERO SE GLOBAL BUSINESS

Idea se Brand, Brand se Company, Company se Global Scale

Business registration se nahi, problem solving se banta hai.

1 Sabse Pehla Mindset

- Business ka beej = customer ki problem + tumhara solution + payment karne ki taiyari
- Like/comment se business nahi chalta, payment se chalta hai
- Logo, company, director, staff baad me aate hain
- Pehle demand pakdo, phir business banao

2 Zero Se Shuruaat – 3 Buniyadi Cheezein

1 Observation
"Logon ko kya chahiye?"

2 Skill / Access
"Main kya kar sakta hoon ya arrange kar sakta hoon?"

3 Trust
"Log mujhe paise denge ya nahi?"

3 Business Ladder – Stage 0 se Stage 2

Step 0: Idea Stage

- Kya bechna hai?
- Kisko bechna hai?
- Kyun woh tumse kharidega?
- Brand / naam kya ho sakta hai?
- Market kitna bada hai?

Legal risk: bahut kam

Safe exit: kabhi bhi chhod sakte ho

Kisi aur ka naam/logo copy mat karo

Step 1: Market Research

- 20–100 logon se baat karo
- Problem samjho
- Abhi log kya use karte hain?
- Kitna paisa denge?
- Advance / repeat customer banenge?

"Tareef aur payment alag cheezein hain"

Legal risk: low

Safe exit: research fail ho to idea badlo

Step 2: MVP / Pilot Test

Minimum Viable Product = sabse chhota workable version

- Café chain → small stall / cloud kitchen
- Legal service → 5 MSME clients
- Clothing brand → 50 T-shirts
- Education → paid WhatsApp / Zoom batch
- Food product → 100 packets local sale
- Recruitment → 10 employers + 100 candidates manually

- Yahan payment lene par legal binding shuru ho sakti hai
- Customer advance kam lo
- Refund policy rakho
- Long-term rent mat lo
- Permanent staff mat rakho
- Loan mat lo
- Personal aur business paisa mix mat karo

Safe exit line: Vendor dues clear + customer refund = clean exit

4 Golden Rule

Pehle idea validate karo, phir registration.
Sirf certificate lene ke liye company mat banao.

5 Risk Meter

Green	Yellow	Orange	Red
= Idea / Research	= Pilot with sales	= Rent / advance / staff / vendor credit	= Company + loan without validation

REGISTRATION & BUSINESS STRUCTURE

Validation ke baad sahi legal wrapper chuno

Serious legal binding tab start hoti hai jab aap payment collect, invoice, staff hire, loan, lease, GST, company/LLP, investor agreement, ya franchise me ghuste ho.

1 Registration Kab Karni Chahiye?

- Pehle validate karo, phir formal registration
- Sirf certificate ke liye company mat banao
- Jab repeat sales, supplier system, brand identity, invoice need, ya growth plan clear ho tab structure choose karo
- Pehle market test, baad me legal wrapper

2 Business Structure Options

1 Individual / Proprietorship Style Start

Apne naam se kaam shuru

- **Fayda:** easy start, low cost, compliance kam, exit easy
- **Nuksan:** owner aur business alag nahi, liability personal ho sakti hai, investor difficult
- **Best for:** freelancing, consulting, small service, local trading
- **Risk:** Low to Medium
- **Exit:** Easy

2 Proprietorship + Udyam Registration

MSME identity, alag company nahi

- **Fayda:** MSME recognition, bank/scheme support, credibility, delayed payment protection me help
- **Important note:** Udyam = MSME recognition, company nahi
- **Nuksan:** separate legal entity nahi

Current MSME Size (as per Govt Norms)

Micro:	Investment up to ₹2.5 Cr	Turnover up to ₹10 Cr
Small:	Investment up to ₹25 Cr	Turnover up to ₹100 Cr
Medium:	Investment up to ₹125 Cr	Turnover up to ₹500 Cr

- **Risk:** Low
- **Exit:** Easy

3 Partnership Firm

- **Fayda:** skills + capital combine
- **Nuksan:** partner dispute, unlimited liability ho sakti hai
- **Must-have deed points:** profit share, loss share, capital, exit clause, signing power, dispute resolution
- **Risk:** Medium
- **Exit:** Medium

4 LLP

Balanced option for service business

- **Fayda:** limited liability, professional structure, company se thoda simple
- **Nuksan:** MCA filings, compliance, closure process
- **Suitable for:** consulting, agency, legal-tech, HR, education services
- **Risk:** Medium to High
- **Exit:** Medium to High

5 OPC / Private Limited Company

Scale, investor, ESOP, formal company

- **Fayda:** separate legal entity, investor-friendly, shareholding, credibility, scaling support
- **Nuksan:** ROC compliance, accounting, board records, closure process
- **Warning:** Company bana kar so mat jao – filings zaroori hain
- **Risk:** High
- **Exit:** High

3 Founder Golden Selection Rule

Test idea → small sales → repeat customer → brand clear → then choose structure

Tip Box

- Small start = proprietorship / Udyam
- Co-founder model = partnership / LLP
- High scale + investor = Pvt Ltd

4 Yahan Log Sabse Zyada Faste Hain

- Company bana di, business validate nahi kiya
- Partner bina deed ke le liya
- LLP/Pvt Ltd banaya, filing nahi ki
- Structure prestige ke liye liya, need ke liye nahi

TAX, BRAND, LICENSE & HIRING

Business chalana hai to compliance samajhna zaroori hai

1 GST – Kab Zaroori Hota Hai?

- **Goods:** normal threshold often around ₹40 lakh
- **Services:** often around ₹20 lakh
- Kuchh states / special cases me limit alag ho sakti hai
- Kuchh activities me compulsory GST registration ho sakta hai

CAUTION

GST le liya to return filing, invoice, tax payment, records aur cancellation process sambhalna padega

SAFE RULE

- Sirf professional dikhne ke liye GST mat lo
- Jab legally mandatory ho ya B2B client GST invoice maange tab CA se discuss karke lo

2 Naam, Logo & Trademark

1. Naam socho
2. Google search karo
3. MCA name check karo (agar company banana hai)
4. Trademark public search karo
5. Domain + social handle check karo
6. Logo banao
7. Trademark file karo

- Kisi aur ka trademark copy hua to branding cost dub sakti hai
- Fake "government approved" claim mat karo

3 Sector-Specific Licenses

Pehle business idea clear karo, phir license list banao

Food / Café / Cloud Kitchen

- FSSAI License
- Local compliance (shop act, fire, etc.)

Manufacturing / Factory

- Factory License
- Pollution NOC
- Safety compliance
- Electricity connection

Education / Coaching

- Local registration (agar applicable)
- Tax compliance
- Ad claims rules
- Data handling

Financial / Advisory

- Regulator rules depending activity (RBI / SEBI / IRDAI etc.)
- KYC & AML norms

Recruitment / HR

- Labour laws follow
- Contracts & records
- Data privacy

E-commerce / Import Export

- GST registration
- Consumer rules
- IEC code
- Customs (model ke hisaab se)

4 Hiring Kab Karni Chahiye?

1 Idea / MVP	2 Revenue start	3 Repeat orders	4 Multi-location	5 Scale company
freelancer, part-time, commission	1–2 core people	sales + operations	manager + SOP	HR + payroll + legal/compliance

LABOUR CAUTIONS

- Salary delay mat karo
- PF / ESI applicability samjho
- Written offer / role / payment clear rakho
- Unsafe workplace risk mat lo
- Wrongful termination disputes ho sakte hain

Labour codes aur wage rules ko dhyan me rakho

5 Quick Compliance Memory

- Payment lena = record
- Staff rakhna = labour duty
- Tax lena = tax duty
- Brand banana = trademark socho
- Sector me ghusna = license check karo

GOVERNMENT SUPPORT + RISK MAP

Support bhi samjho, daldal wale zone bhi samjho

1 Business Friendly Government Support

1 Udyam Registration
MSME identity

2 PMEGP
subsidy-linked entrepreneurship support

3 CGTMSE
collateral-free loan support in eligible cases

4 Startup India Recognition
startup ecosystem benefits

5 Startup India Seed Fund
proof of concept / prototype / market entry support

6 Fund of Funds / SIDBI support
growth capital ecosystem

7 GeM
government procurement opportunity

8 ONDC
digital commerce network access

9 MSME Samadhaan / ODR
delayed payment grievance support

Scheme lene se pehle eligibility, paperwork, and repayment / compliance samjho

2 Risk Zone Map

1 Green Zone
- Idea
- Research
- Small test

Sabse safe

2 Yellow Zone
- Pilot with sales
- Small marketing
- Basic Udyam
- Small cash flow

Controlled risk

3 Orange Zone
- GST
- Rent agreement
- Vendor credit
- Part-time staff
- Customer advance

Yahan se dikkat shuru ho sakti hai

4 Red Zone
- LLP / Pvt Ltd without planning
- Loan with personal guarantee
- Permanent staff
- Factory / food / finance / healthcare heavy compliance
- Franchise model
- Investor money
- Multi-branch expansion

Yahan planning ke bina mat ghuso

3 Red Flags – Sabse Common Galtiyan

- Loan le liya, business validate nahi kiya
- GST liya, return file nahi ki
- Company bana di, filings nahi ki
- Staff rakha, salary / compliance manage nahi ki
- Investor paisa liya, agreement weak tha
- Customer advance liya, delivery nahi di
- Fake claims ya copied logo use kiya

4 Positive vs Negative Reality

Positive
- Brand build hota hai
- Team banti hai
- Scale milta hai
- Funding mil sakti hai
- Market reputation banti hai

Negative
- Compliance badhta hai
- Cash flow pressure aata hai
- Legal liability badhti hai
- Wrong partner/staff नुकसान कर सकते हैं
- Fast growth bhi crash kar sakti hai

Founder Reminder

Support ka fayda lo, par bina samjhe loan, legal form aur compliance me mat fasna.

LIABILITY, EXIT PLAN & SCALE TO GLOBAL

Bada banna hai to system banao, aur band karna pade to safe nikalna bhi aana chahiye

1 Founder Liability Map

1. **Personal Liability** — proprietorship me personal assets risk, personal guarantee dangerous
2. **Tax Liability** — Income Tax, GST, TDS etc.
3. **Employee Liability** — salary, PF/ESI, leave, safety, termination issues
4. **Customer Liability** — refund, defect, false ad, consumer complaint, data misuse
5. **Vendor Liability** — payment default, contract breach, delayed delivery
6. **IP Liability** — trademark, copyright, copied logo/design/software/content
7. **Regulatory Liability** — sector license, local authority, labour, safety, pollution etc.

2 Exit Planning – Kaam Band Karna Ho To?

STAGE	EXIT DIFFICULTY	EXPLAINER
Idea	Zero difficulty	Kuch legal/financial commitment nahi
Pilot	Low	Small test, low cost involvement
Proprietorship / Udyam only	Low to Medium	Close karna asaan, obligations kam
GST registered	Medium	Returns file + cancellation process
Rent / lease / employees	Medium to High	Lease close, staff settlement, dues
LLP	Medium to High	ROC compliance + closure formalities
Pvt Ltd	High	Board, ROC, statutory closure steps
Loan / investor / franchise / litigation	Very High / Red Zone	Legal, financial & reputation risk high

EXIT CHECKLIST

- Unpaid GST mat chhodo
- Unpaid salary mat chhodo
- Vendor dues clear karo
- Customer refund clear karo
- Fake invoices mat rakho
- Personal aur business account separate rakho
- Contracts written rakho

3 Business Ko Bada Kaise Karte Hain?

1 UNIT — proof of sale → **10 UNITS** — repeatability → **100 UNITS** — system + SOP + manager + tech → **1000 UNITS** — franchise / distribution / funding / HR / audit → **GLOBAL** — export + brand + IP + process + governance

Problem dekho → solution becho → system banao

4 Mini Case Studies

A. DMart
- Ek store model se shuruaat
- Strong unit economics
- Cost control
- Slow but disciplined expansion

Lesson: "Profitability pe dhyan"

B. Chai Sutta Bar
- Simple product ko strong brand banaya
- Youth positioning + repeatable model
- Franchise style growth

Lesson: "Common product bhi brand ban sakta hai"

C. BYJU'S The Learning App
- Fast growth, valuation, acquisitions
- Governance / debt / control issues ka risk

Lesson: "Fast growth bina discipline ke dangerous ho sakti hai"

5 Mere Liye Practical 5-Phase Roadmap

1. **PHASE 1** Business literacy — Padhna, samajhna, seekhna, observe karna
2. **PHASE 2** 3 idea shortlist + score — Market need + interest + skill + profit score
3. **PHASE 3** 30-day pilot — ₹5,000–₹25,000 risk cap, no loan
4. **PHASE 4** Formalisation — brand, Udyam, current account, GST if needed, basic accounting
5. **PHASE 5** Scale — SOP, team, unit economics, vendor system, funding after proof

Ek aam aadmi bada businessman tab banta hai jab woh baar-baar ye 3 kaam kare: Problem dekhe, Solution beche, System banaye.

BRAIN MAP
ZERO SE GLOBAL BUSINESS

Idea -> Brand -> Company -> Global

One-page mind map: kya sochna hai, kahan register karna hai, kahan fasna nahi hai

1. Mindset
- Demand pehle
- Registration baad me
- Payment = proof
- Trust = capital

2. Idea + Research
- Kya bechna?
- Kisko bechna?
- 20-100 logon se baat
- Market size samjho

3. MVP / Pilot
- Small test
- First customer
- Feedback lo
- No loan, no long lease

4. Legal Structure
- Proprietorship / Udyam
- Partnership deed
- LLP for services
- Pvt Ltd for scale/investor

5. Tax + Compliance
- GST if needed
- Income tax records
- Invoice + accounting
- Sector license check

6. Brand + IP
- Name search
- Logo + domain
- Trademark public search
- No copied brand / fake claim

ZERO SE GLOBAL BUSINESS

Problem dekho
Solution becho
System banao

7. Govt Support
- Udyam
- PMEGP / CGTMSE
- Startup India / Seed Fund
- GeM, ONDC, Samadhaan

8. Hiring + System
- Freelancer first
- Core team after revenue
- SOP + manager
- HR/payroll at scale

9. Risk + Liability
- Personal guarantee risk
- Tax/GST dues
- Employee/customer/vendor disputes
- IP + regulatory risk

10. Exit Safety
- Unpaid GST/salary mat chhodo
- Vendor + customer dues clear
- GST cancellation / ROC closure
- Contracts written rakho

11. Scale to Global
- 1 unit = proof of sale
- 10 units = repeatability
- 100 units = SOP + tech
- 1000 units = funding/franchise
- Global = export + IP + governance

Risk Meter:

Green	Yellow	Orange	Red
Idea / Research	Pilot with sales	Rent / GST / staff	Loan + company without validation

Founder Reminder: **Cash flow bachao, legal safety rakho, aur customer trust ko king banao.**
Bina samjhe loan, partner, GST, company ya franchise me mat ghuso.