Meet Ade Hassan.
Then make your move.

My company Nubian Skin created shock waves in the lingerie industry by "Redefining Nude". Frustrated by a lack of skin-tone options in the lingerie industry, I decided to create a brand which focused on providing skin-tone undergarments to people of colour. With no background in fashion, I left a career in finance to pursue my dream. The first Nubian Skin campaign went viral and the brand has since been featured in publications from Cosmopolitan to Vogue and is stocked in retailers such as John Lewis and Net-a-Porter. In 2017, I was awarded an MBE from Buckingham Palace for services to the fashion industry. Worn by celebrities like, Lizzo, Jourdan Dunn and Beyoncé, the brand continues to forward its mission to empower people by embracing their colour.
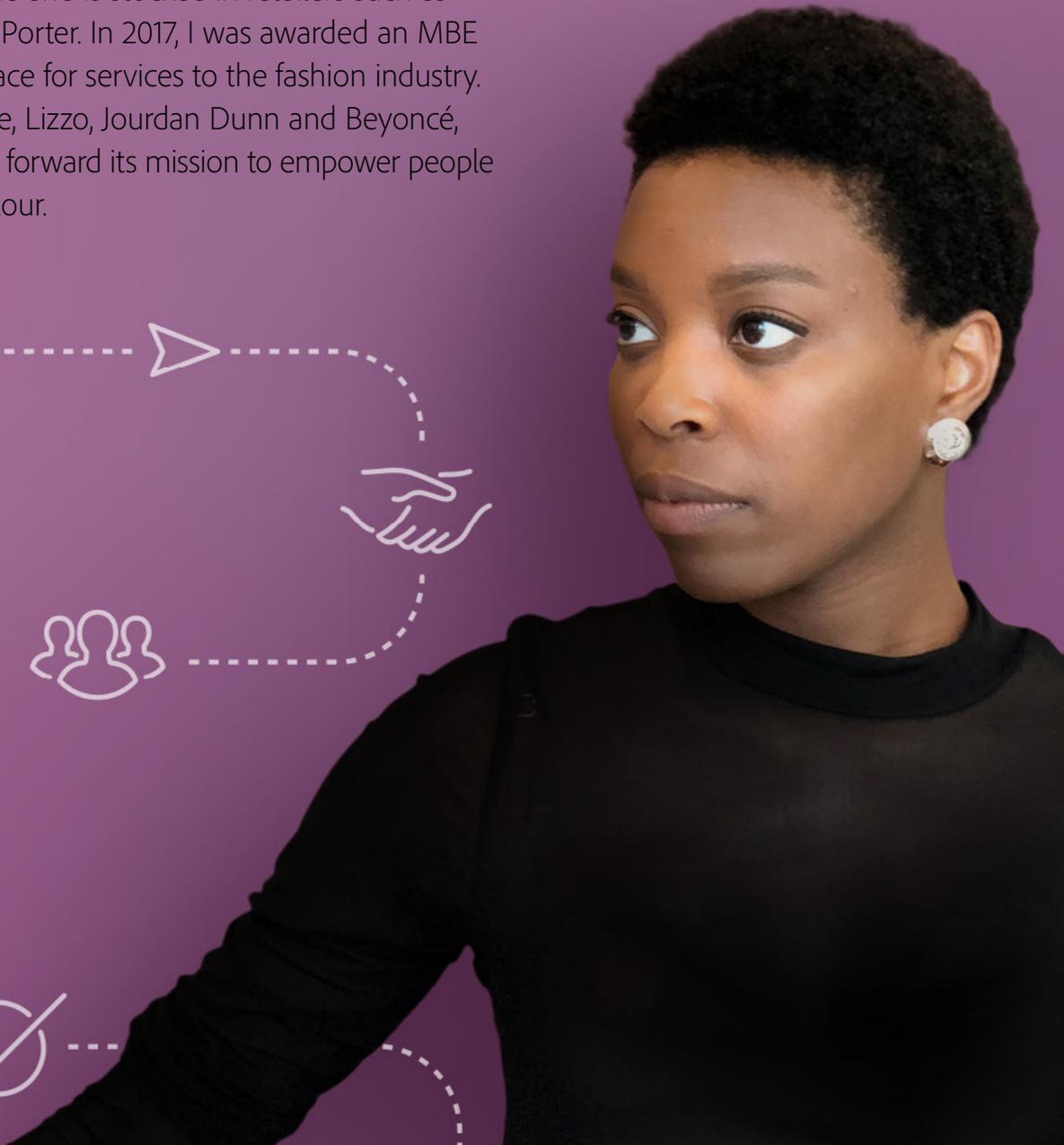
From zero to launch.

An itinerary for your business dream.

This toolkit contains the building blocks for starting your own business. It covers the initial idea, we flesh this out by focusing on the product or service, customers, competitors, the team, marketing, and the all-important basics of finance. Then we get to work – now you know where you want to go, how do you get there?

The best thing about having a vision is that you determine how big it is and how far you want to go. When I started Nubian Skin, I had no experience in the fashion industry and very little knowledge about the lingerie industry specifically, but I had an idea, and I knew it was something that affected so many other women like me who couldn't find their own nude. So, I decided why not, why shouldn't I create a company that makes skin-tone lingerie for women of colour. I knew where I was, which was at zero, but I knew where I wanted to go. I had a vision of an amazing website that offered lingerie basics in multiple skin-tones.

It can be easy to get caught up in dreaming and an idea, so we never actually get to the doing. Sometimes having a large idea can be so overwhelming that we don't actually start the journey. We don't know how to go from the starting point to something so grandiose. So, I made a plan. I plotted where I was, and where I wanted to go. Then I thought about every major thing that would need to happen to get me there. From there I then broke each major benchmark into tiny individual tasks. Suddenly my dream had an itinerary. I had an actionable plan that I could use to get to where I wanted to go. Each day or week I had specific tasks that needed to be completed, and eventually all together they got me to where I needed to go.

Let's get started.

1
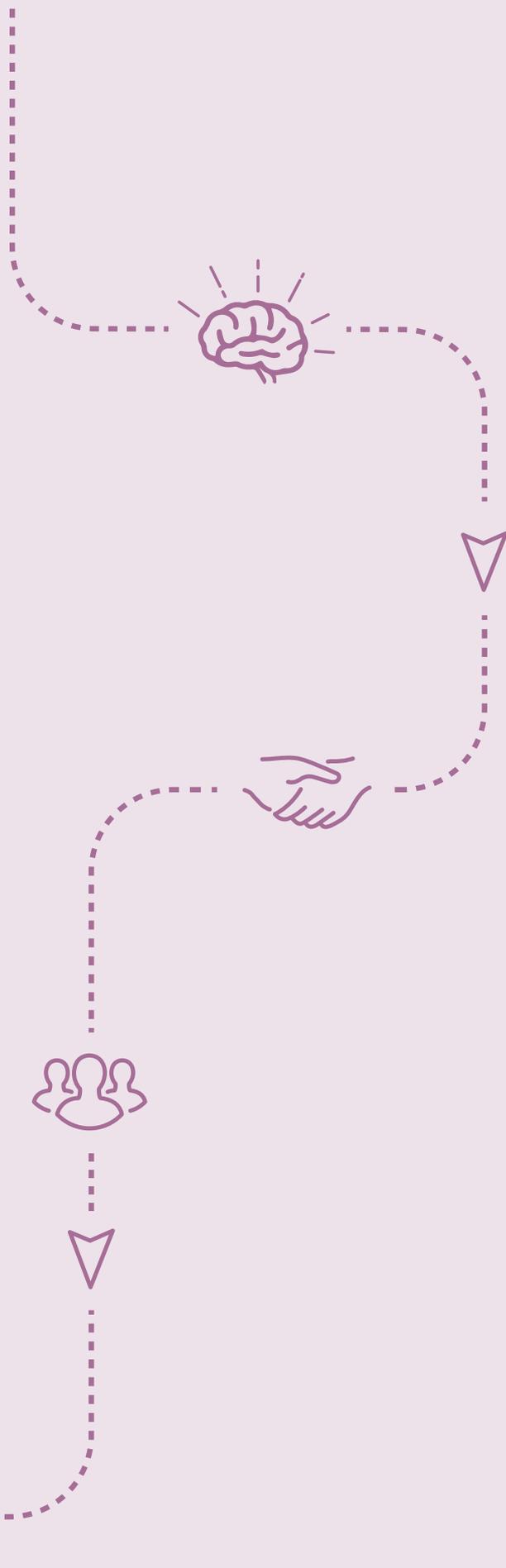
Where do you want to go?

Having a clear vision of where your business is headed is a critical step in planning and will help you stay on track. Take a moment and think about where you want to go.

What is the business and what is your mission?

2

What are your products or services and what is their pricing?

PRODUCTS/SERVICES:	PRICE:

Who is your customer?

Who are they? What do they do? What are their needs and wants? Then consider the size of the opportunity – how big is this audience?

Use this space to write down everything you know about your customer. The more information the better.

3

Who are your competitors?

4

-
-
-
-
-

5

Who is your team? Or, what team will you need? It's okay if it's just you for now!

6

Marketing! How will you start trading? How will you reach your customer?

How will customers know about you?

What sets you apart?

The Finance.

It is important to determine whether your business idea will be profitable before you quit your job or invest your life savings. Ask yourself the following questions and use the space in the boxes to get your calculations started.

What will your product or service cost you?

How much do you plan to charge for it?

How much money do you need to get going?

The Dump.

Now you understand the basics of the business let's look at everything required for launching and running this business. We'll start with the basics, and feel free to add more sections.

Legal, Financial and Intellectual Property Registrations

Once you decide you want to start a new business you will need to make sure you have all the formalities in place. What you need will depend on your type of business.

Use this space to start your research in to what this would be for you.

Product Creation

PRODUCT How and where will you produce it?	SERVICE How will you offer your service?

PDF

Product Marketing

How will you market your product?

Product Distribution

Distribution is fundamental to a company's sales. You will need to consider how your product will be packaged, transported and delivered to your customers.

Use this space to begin thinking about your strategy.

The Plan.

When I started Nubian Skin I knew where I wanted to go so I made a plan to get me there. I looked at what I wanted to achieve and started at point zero. From there I plotted every key milestone and broke down each of these in to smaller tasks to create an actionable plan.

Now it's your turn. Use the space below to identify your start and end points, map out the key milestones that will help you get there and asses how much time is needed for each of them. Set yourself deadlines and get started! And remember to celebrate after reaching each milestone.

START:

FINISH:

MILESTONE:

TASKS ALLOCATED:	TIME:	DEADLINE:	

COMPLETED BY:

SIGN:

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Created by Ade Hassan in collaboration with Adobe Acrobat Pro.