VENTURE
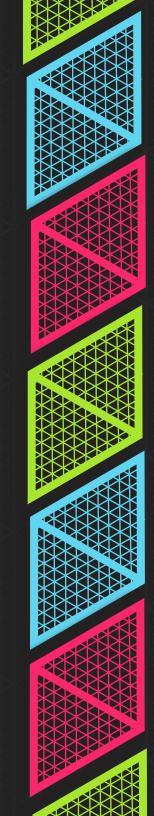# FORTH

CHAPTER 10:

VENTURE FORTH

We've talked a lot so far in this text about how, exactly, to best plan your ideas and minimize the risk when it comes to starting your own business. There's a great deal of value in the words you've already read if you've made it this far. Unfortunately, the toughest decision is the one in which you choose to actually act on your ideas, bite the bullet, and put your money where your mouth is.

At Coder, we've come to think of this as 'venturing forth.' We arrived at that phrase with no small amount of good reason; starting a business is effectively the first step towards your goal, but it's a great deal more than that. The process you're embarking on is a journey. We could sit here and spit cliches all day ('the road to success is never a straight line, a journey of a thousand miles begins with a single step,') etc, but there's not much of a point. If you've made it this far, you're likely more interested in how we can help you.

With that said, the purpose of our final chapter here is, in short, multifaceted. We're going to discuss some of the finishing touches when it comes to rounding out the idea that will become your company and, more importantly, what Coder can do for you. We'll discuss our process of launching businesses, as well as draw upon examples of some of the companies that we've helped make a reality.

Our hope, here, is that you'll use the ideas expressed in this final chapter in the way that's most beneficial to both you and your company. We're not here to sell used cars, and we can't imagine anyone entrepreneurial enough to be in this space is interested in a pitch. Nonetheless, we'd encourage you to reach out if the processes and services we're discussing interest you. We'd love nothing more than to take this journey with you, in some shape or form, and we're always open to connecting with fellow startups.

Lastly, before we jump into the true meat of this chapter, we'd like to extend our thanks to you, the reader, for taking the time to review this text. Whether you've flipped through the book casually or read it cover to cover, we appreciate the time you've all put into this, and we'd love to hear your thoughts. Feel free to reach out to us at team@builtbycoder.com.

Thanks,
Brian & Alex