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| Highlow | | |
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# Functional Features

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|  | 1. Real time price updates (chart and card) for selected assets    1. Real-time chart update    2. Real-time asset card update    3. Coloring indication (Green / Red 2. Assets view    1. Carousel display for asset cards    2. Assets Filtering (filter by value or currency - including search input with autocomplete feature, or by bookmarked assets) 3. Bookmark Assets (add to favorites for watching) 4. Live Trading 5. User management    1. Login    2. Logout    3. Forgot password    4. Account management | |
|  | 1. Notification on selected asset | |
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# Visual UI

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|  | 1. Interactive chart 2. Trading form (High / Low Action on the chart) 3. Filter controls (autocomplete, search input, filter by bookmarked) 4. Notification toaster 5. Timer countdown control 6. Transitions / contextual component animation 7. Tab controls 8. Carousel 9. Card UI | |
|  | 1. Custom dropdown menus | |
|  | 1. Sliding panels 2. Loading indicator | |
|  | 1. Logo, color theme, icons, and typography | |
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# UI Components

Suggested UI components structure

# Ensuring Sufficient Funds are Available

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|  | 1. Estimate how long it will take for your business to acquire paying customers. |
|  | 1. Itemize your business expenses for the first year, at least, and assess where these will come from. |
|  | 1. Itemize how much capital is required to launch the business and project how long it will take to become profitable. |
|  | 1. From this, determine how many months of savings or investment you need to breakeven. |
|  | 1. If outside investment is required beyond the founders’ savings, complete a business plan. |

# Planning for Your Business’ Business Plan

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|  | 1. Complete a Company Overview that includes basic information and a summary of the management team. |
|  | 1. Write a Business Description section describing your services and what problems they solve. |
|  | 1. Prepare a Market Analysis section that describes the total market and your target market, specific segment needs, competitive offerings available, and any trends that will affect the analysis. |
|  | 1. Describe an Operating Plan for the business, such as operating hours, location, number of employees, key vendors, or seasonal adjustments your business might need to adjust to. |
|  | 1. Create a Marketing and Sales Plan that includes a “Go To Market” or launch plan, pricing, how your business will generate leads, and close new business. |
|  | 1. Build a Financial Plan that shows a break-even analysis, projected profit and loss, and projected cash flows. |
|  | 1. Write an Executive Summary which gives a general overview of the above completed sections. |

# Setting Up to Operate

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|  | 1. Find a feasible location for you that can provide you with the ideal space needed to conduct business. | |
|  | 1. Set up your office with appropriate working spaces, including comfy chairs, desks, shelves, filing cabinets, and etc. | |
|  | 1. Identify any staffing needs. | |
|  | 1. Recruit, interview, hire, and train employees (if applicable). | |
|  | 1. If hiring employees, get an employer ID from the IRS. | |
|  | 1. Identify and set up any needed technology: | |
|  |  | * 1. computers/laptops for business operations, |
|  |  | * 1. printer(s), |
|  |  | * 1. business software and applications, |
|  |  | * 1. POS, |
|  |  | * 1. business email accounts, |
|  |  | * 1. phones, |
|  |  | * 1. CRM |
|  |  | * 1. billing, and |
|  |  | * 1. payment systems. |
|  | 1. Ensure your technology systems are secure with your information and customer information. | |
|  | 1. Install a security system, if applicable. | |
|  | 1. Depending on the business type, identify and partner with the right suppliers/vendors. | |

# Marketing and Launching Your Business

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|  | 1. Develop and refine a brand for your company and its products or services. | |
|  | 1. Create and fine tune an Elevator Pitch through conversations. | |
|  | 1. Community outreach and networking: as a business, you may or may not have the normal foot traffic. Therefore, other marketing strategies may be needed to offset the lack of a storefront. Attend various networking events to build relationships with community connectors. | |
|  | 1. Begin distributing or displaying your marketing materials: | |
|  |  | * 1. web-based promotions, |
|  |  | * 1. social media, |
|  |  | * 1. direct mail, |
|  |  | * 1. business cards, |
|  |  | * 1. trade shows, or |
|  |  | * 1. brochures. |
|  | 1. Establish an email marketing account and initiate digital marketing through blogs, emails, or SEO strategies to drive traffic to your website. | |
|  | 1. Let the local or regional press know you are opening and when. | |
|  | 1. Utilize Guerrilla Marketing tactics to generate traffic. | |
|  | 1. Organize an opening event. Create a relationship that might allow cross-promotions. | |

# Sustaining Your Business

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|  | 1. Keep track of strategies that worked and flopped to fine tune your marketing tactics. |
|  | 1. Ask for referrals and testimonials to build credibility. |
|  | 1. Maintain and nurture your repeat business. Remember, it costs 80% less to maintain a current relationship than to develop a new one. |
|  | 1. Recognize your top client base. They will be your best pied pipers. Ask for referrals. |