The First Step

John just loved his new idea, and he was sure his product was going to take the market by storm. It had great value and was very unique, but he had a problem: he didn't have the money to do it alone.

He had spent nearly all of his cash prototyping his product, so now he needed investment. He felt that once people saw his product, it would be bought.

He went to see Melanie, a young entrepreneur who had bought and sold many successful businesses. As soon as she saw the product, she was impressed. She

agreed that it had good value and bought 50 percent of the shares in John's company.

The next step was marketing. They spent a lot of time designing the logo and creating the slogan.

They wanted everything to be perfect so when people bought the product, they would come back for more until it sold out. By working together, they knew it would be a success.