Manufacturing
Managing your supply chain requires internal optimization of strategic sourcing, vendor and inventory management, sustainability, risk mitigation and synchronizing your supply chain.

**THE ENTREPRENEURIAL JOURNEY OF A STARTUP**

**EARLY STAGE**

- **Pre-Revenue & Prototyping**
  - You have a great idea. Bring it to life by giving purpose to your prototype, creating representational and working prototypes, hiring professionals, and creating a distribution plan.

- **Protecting Intellectual Property**
  - Looking to go to market fast with a minimum viable product? Or are you carefully considering intellectual property (IP) as the basis for your startup? If so, identify your IP and protect it.

- **Crowdfunding**
  - This financing alternative can provide market validation for new-round investors, customer feedback to reduce go-to-market risk and a test market, while narrowing your target market scope.

**GROWTH STAGE**

- **Raising Capital**
  - Before pitching investors, have your business plan ready. Be specific about funds needed, have a proof-of-concept, practice your pitch, and do your homework on potential investors.

- **Fulfillment & Inventory Planning**
  - Does your downstream supply chain need help? Embrace change, as long as you have a clear, long-term strategy. And focus on what customers really want – ease, convenience and flexibility.

**STRATEGIC STAGE**

- **Customer Acquisition**
  - Turn returns into a process customers appreciate. Making your policy easy to find, flexible and compatible for both in-store and online returns can lead to more opportunities for more sales.

- **Marketing & Scaling**
  - Overstressed supply chain? A proven logistics provider can scale up supply operations from warehousing, inventory control and pick-pack-ship to transportation, customs and compliance.

- **Customer Retention**
  - Optimize the post-sales experience. Ensure steady, consistent communication, offer delivery options, simplify tracking, use packaging to build brand and sustainability, and make returns easy.

- **Achieving the Competitive Edge**
  - Expand your customer base. Focusing on international sales online, with transparency in total costs and duties/fees in the home currency, allows for growth without significant overhead.

- **Hyper-Growing**
  - Build customer loyalty in your brand – offer free shipping, provide real-time updates on delivery status, and ensure you have fast and accurate inventory tracking to better inform customers.

- **Achieve Success with Unicorn Status**

**Manufacturing**

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**Leveraging the Entrepreneurial Ecosystem**

- Scale your network as fast as your business. Share co-working office space, and participate in an accelerator or university entrepreneurship program, and in local/national startup events.

**For more information:**
- [ups.com/startups](ups.com/startups)
- For a special pricing offer: [ups.com/MCBoston](ups.com/MCBoston)

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