

# If I Started a Business Tomorrow, These Would Be My Priorities

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**Modern businesses are increasingly digital operating environments from day one — making operational simplicity, identity management and secure defaults more important than ever.**



The modern business stack is now part of the business itself

Starting a business today is very different from starting one 15 or 20 years ago.

Back then, you needed:

- a laptop
- a phone
- email
- maybe a shared drive
- and some backups if you were organised

Today?

You are effectively building a digital operating environment from day one.

And that environment now needs to support:

- remote work
- secure communication
- file sharing
- collaboration

- identity management
- AI tooling
- mobile access
- video meetings
- and operational resilience

The problem is that most small businesses build this stack reactively.

One tool for email.

Another for storage.

Another for passwords.

Another for meetings.

Another for VPN access.

At first, it feels manageable.

Over time, it becomes operational debt.

Different identities.

Different security models.

Different access controls.

Different places where sensitive business data now lives.

And eventually:

- nobody knows where anything is
- passwords get reused
- shadow IT appears
- privacy becomes something to “deal with later”

That approach no longer works very well.

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## **The Modern Small Business Problem**

Most security problems today do not begin with advanced attackers.

They begin with:

- fragmentation
- inconsistency
- weak operational discipline
- convenience slowly overriding control

Especially once businesses start using:

- AI assistants
- cloud storage
- public Wi-Fi
- remote access
- distributed teams

The attack surface expands very quickly.

So if I were starting a business tomorrow, I would prioritise a technology ecosystem that was:

- simple
- privacy-conscious
- secure by default
- scalable

- operationally coherent

Not because those things are fashionable.

Because complexity compounds faster than most businesses realise.

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## **So What Would I Actually Choose?**

If I were building that operational stack today, one ecosystem I would seriously look at is [Proton](#).

Not because I think every product is perfect.

But because the philosophy behind it aligns with how I think modern businesses increasingly need to operate.

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## **Email Still Matters More Than People Think**

Business still runs on email.

- contracts
- customers
- approvals
- invoices
- legal discussions

If I were building a company today, I would want business communication sitting inside a platform whose business model is not built around advertising or behavioural profiling.

That matters more than many people realise.

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## **File Sharing Is No Longer Just “Storage”**

Modern businesses accumulate:

- contracts
- HR records
- proposals
- spreadsheets
- financial information
- customer documents

The challenge is not simply storing files.

It is:

- controlling access
- sharing securely
- managing versions
- reducing unnecessary exposure

That becomes increasingly important once remote work and AI tooling enter the picture.

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## **Password Managers Are Now Foundational**

Most breaches still begin with:

- weak passwords
- reused credentials
- poor identity management

Password managers are no longer optional “security extras.”

They are operational foundations.

Especially for smaller businesses trying to scale quickly without creating chaos.

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## **VPNs Are No Longer Just for IT Departments**

Modern businesses operate everywhere:

- cafés
- airports
- hotels
- home offices
- coworking spaces

That means secure connectivity matters much earlier than many companies expect.

Especially when:

- financial systems
- customer data
- contracts
- AI-assisted workflows

...are involved.

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## **The Bigger Shift Is Operational Simplicity**

The real value is not necessarily any single tool.

It is operational coherence.

Having:

- email
- storage
- identity
- passwords
- VPN access
- calendars
- collaboration
- AI tools

...inside a more unified ecosystem reduces friction significantly.

And friction is what quietly creates:

- shadow IT
  - weak security
  - inconsistent processes
  - operational sprawl
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## **Privacy Is No Longer a “Big Company” Problem**

Many small businesses still think privacy and governance are enterprise concerns.

They are not.

Even small firms now handle:

- customer information
- invoices
- contracts
- employee records
- AI-assisted workflows
- cross-border communication

That means operational trust matters from the beginning.

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## The Pragmatic CIO View

If I started a business tomorrow, I would prioritise:

- secure defaults
- operational simplicity
- identity protection
- privacy-conscious infrastructure
- scalability without chaos

Not because security is fashionable.

Because retrofitting discipline later is always more expensive.

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## Final Thought

Most businesses spend years accumulating technical debt.

Today, many are also accumulating:

- identity debt
- privacy debt
- AI governance debt
- operational sprawl

The earlier you simplify and standardise the foundations, the easier growth becomes later.

That is why, if I were starting a business tomorrow, I would think very carefully about the ecosystem I build on top of.

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