

Before You Start Your Business Checklist

Based upon the SCU MOBI curriculum, here is a checklist to help guide your launch!

- A business plan has been developed for your business**
- The following have been established regarding your business**
 - Name of business (Including DBA that has been registered and secured).
 - Definition and description of products or services business will offer.
 - Ways and places where products/services will be available for purchase. (When and where the customer will buy from you)
 - Demand and sustainability for this business based on target customers and the market.
 - Price point of the products/services.
- Awareness and research of primary/best competition in the market has been conducted.**
 - Direct competitors
 - Indirect competitors
- Any limitations of your product/service are understood as well as how to work around them.**
- The business will be: (please select all that apply)**
 - Home-based
 - Freelance
 - Online/Ecommerce
 - Storefront/Brick and mortar
 - Franchise
 - Other
- The business will be run/operated in:**
 - Home office/space
 - Co-working space
 - Separate leased/rented space
 - On location (for example mobile car wash, house cleaning, photography, etc.)
- One of the following has been established for business identification**
 - Employer Identification Number (EIN)
 - Personal Social Security Number (SSN)/Individual Taxpayer Identification Number (ITIN)
- Permits and licenses have been obtained:**
 - State
 - County
 - Federal
 - Business Tax License
 - Industry-specific (for example: electrician, accountant, beauty, day care, etc.)
- Needed insurance coverage has been identified and secured.**
- The amount of funds needed has been determined and is in place to start the business, and funds will come from (select all that apply):**
 - Equity (money you already have)
 - Personal savings
 - Friends and family
 - Partner (if applicable)
 - Other
 - Debt (money you will borrow, consider including the interest rate and/or overall cost of the loan and how/when it needs to be repaid)
 - Friends and family
 - Bank, community development lender, microlender, or other loan
 - SBA loan
 - Credit (from a supplier, landlord, etc.)
 - Credit card
 - Collateral
 - Other

- A one-year cash flow projection has been calculated and the amount necessary to ensure liquidity has been determined and secured.**
- Based on the needs of the business and its means of accounting and finance:**
 - An accountant/CPA has been hired to help with finances, bookkeeping, and/or taxes.
 - A software program has been purchased to help with financials.
 - A spreadsheet such as Google Sheets or Microsoft Excel will be used.
 - Other
- The business will be properly, legally, and economically run with:**
 - Myself alone owner/creator (work by myself)
 - Myself and a partner or partners
 - Hired independent contractor(s)
 - Hired employee(s)
- The legal organization of the business has been established as a:**
 - Sole proprietorship
 - Partnership
 - Limited Partnership
 - Limited Liability Company (LLC)
 - Benefit or social purpose corporation
 - S-Corp
 - Corporation
 - Non-profit
- The following has been put in to place to conduct my business: (select all that apply)**
 - Bank account
 - Computer
 - Printer
 - Software
 - Telephone (landline if needed)
 - Cell phone and carrier plan
 - Email address (that is connected with the business)
 - Mailing address/P.O. box
 - Video/Web conference tool
 - Online collaboration tools
 - Calendar system/software for schedules and appointments
 - Other
- The following steps have been completed to create my business website (if applicable):**
 - The domain name has been registered and purchased.
 - The hosting provider has been chosen and purchased.
 - An SSL certificate for additional security has been purchased (if needed or applicable, especially if business will conduct ecommerce).
 - The website has been designed, built, and published by me or by a web developer.
 - All term limits, fees, login information has been noted for future reference.
- For businesses using an ecommerce strategy to sell products or services to a larger audience online:**
 - The type of ecommerce model has been determined.
 - Consideration of all the requirements and fees associated with any payment processing vendor or tools have been accounted for:
 - Check with your State Board of Equalization Office or local government office to determine appropriate sales tax and understand the rules and regulations for international ecommerce if you plan to sell globally.
- Advertising and promotional channels and tools have been established:**
 - Online/Digital (website, ecommerce, crowd-sourced networks, social media, digital advertising)
 - Email marketing/newsletters
 - Direct mail
 - Local marketing (i.e. chamber of commerce, networking events)
 - Trade shows
 - Other
- The following marketing materials have been created:**
 - Business logo
 - Social media accounts have been created and names have been secured for these platforms: _____, _____, _____, etc
 - Google, Bing, Yelp, etc business profiles have been created.
 - Promotional materials have been designed and purchased/printed:
 - Signage (if needed for physical location), car magnet, etc.
 - Flyers (if appropriate)
 - Business cards
 - Invoices
 - Other