Business startup checklist

✎ Write a business plan

- ☐ Executive summary
- ☐ Business description
- ☐ Market research & competitor analysis
- ☐ Financial projections
- ☐ Company structure & operating plan
- ☐ Goals, objectives, & KPIs

💲 Estimate startup costs

- ☐ Create a startup budget
    - ☐ One-time startup costs
    - ☐ Overhead costs (office rent, utilities, etc.)
    - ☐ Labor costs
- ☐ Create a dedicated startup savings account
- ☐ Research available grants, startup services, & other resources

🏛 Register your business

- ☐ Choose a structure (sole proprietorship, LLC, S-Corp, or C-Corp)
- ☐ Choose a business name
    - ☐ Claim a domain name
    - ☐ Claim relevant social media handles
- ☐ Register your business
    - ☐ Check state & local registration requirements
    - ☐ Register trademarks

🏦 Open accounts & obtain permits

- ☐ Open a company bank account
- ☐ Obtain an Employer Identification Number
- ☐ Get licenses & permits
    - ☐ Check local business licensing requirements
    - ☐ Obtain industry-specific permits (e.g. building permits, OSHA certifications, etc.)
    - ☐ Obtain a Sales Tax Permit, if necessary

🧮 Create a financial accounting system

- ☐ Hire a bookkeeper/accountant
    - *OR*
- ☐ Set up essential bookkeeping documents
    - ☐ Income statement
    - ☐ Balance sheet
    - ☐ Cash flow statement
    - ☐ Bills & invoices
    - ☐ Expense tracking
- ☐ Purchase accounting software (optional)
- ☐ Estimate your tax liability

🗂 Create a management system

- ☐ Create an organizational chart
- ☐ Purchase project management software
    - *OR*
- ☐ Set up essential management tools
    - ☐ Calendar & scheduling system
    - ☐ Budget tracker
    - ☐ Team management system
    - ☐ Short- & long-term goals and timelines
    - ☐ Choose & track KPIs

📢 Launch branding & marketing

- ☐ Determine brand guidelines
    - ☐ Design or commission a logo
    - ☐ Select a color palette
- ☐ Create a website
    - ☐ About Us page
    - ☐ Contact information
    - ☐ Site menu/navigation bar
    - ☐ Core services & pricing
    - ☐ Online ordering
    - ☐ Customer testimonials
    - ☐ Company blog
- ☐ Set up relevant social media accounts
- ☐ Print business cards