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