HTC Mission and Protocols

Startup Checklist

Getting Started

- ☐ **1.** Conduct a personal evaluation to determine why you want to start a business.
- ☐ **2.** Create a business plan:
  - ☐ a. What do we do?
  - ☐ b. How do we do it?
  - ☐ c. Who do we serve?
- ☐ **3.** Conduct a SWOT analysis to identify your strengths, weaknesses, opportunities, and threats.
- ☐ **4.** Assess how much capital you have available to invest.
- ☐ **5.** Discuss your plans with family members to ensure they are behind you.
- ☐ **6.** Determine if you want the business to be full-time or part-time.

Committing to Your Business

- ☐ **1.** Define the customer “problem” and how your business can provide a solution in a unique way.
- ☐ **2.** Determine viability: Is there a market for your service?
- ☐ **3.** Identify businesses that are having success today.
- ☐ **4.** Will your business be relevant as time passes? How will you adapt?
- ☐ **5.** Define your market:
  - ☐ a. Who is your ideal customer?
  - ☐ b. What’s your market size?
  - ☐ c. How easy is it to acquire the customer?
- ☐ **6.** Validate your idea by talking to potential customers about it.

- ☐ **7.** Evaluate how customers solve this problem today, as well as what the competition offers.
- ☐ **8.** Create a quick financial plan, identifying costs and forecasted sales, to see if your capital gets you to a profit.

Setting Up Your Business

- ☐ **1.** Select your business name. Perform a corporate name search to make sure your name is still available.
- ☐ **2.** Register a domain name and secure social media profiles for the company.
- ☐ **3.** Apply for an EIN with the IRS and local or state business licenses.
- ☐ **4.** Open a business bank account and apply for a business credit card.
- ☐ **5.** Find appropriate space to become your primary business location.
- ☐ **6.** Once location is secured, get services set up in the business name, including primary phone number and other necessary utilities.
- ☐ **7.** Decide on a legal structure or business structure and incorporate: Corporation, LLC, or Sole Proprietorship.
- ☐ **8.** Get your website up and running.
- ☐ **9.** Set up an accounting and record keeping system:
  - ☐ a. hire an accountant,
  - ☐ b. select an accounting system, and
  - ☐ c. select a fiscal year
- ☐ **10.** Evaluate and select needed insurance policies for your business: liability, workers' compensation, or health insurance.
- ☐ **11.** Prepare and begin networking with pre-marketing materials:
  - ☐ a. business cards,
  - ☐ b. letterhead,
  - ☐ c. invoice,
  - ☐ d. brochures, or
  - ☐ e. public relations.
- ☐ **12.** Introduce your business to the surrounding businesses to your location.