



# SMALL BUSINESS STARTUP CHECKLIST

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Launching a business can be overwhelming, but it doesn't have to be. Start by first getting organized. Utilize this helpful Small Business Startup Checklist to guide you step by step. You can and will do this! You are an entrepreneur, and your business is just a few steps away from launching. Remember, if you need help along the way, that's what Emerge is here for. Check out more resources at [www.youcanemergenow.com](http://www.youcanemergenow.com).

1. Identify a Problem & Create a Solution: Develop Your Business Idea/Concept
2. Establish your Business & Personal Goals
3. Seek assistance (resources, coach, etc.)
4. Research the Industry
5. Identify your Customers & your Competitors
6. Analyze your Strengths, Weaknesses, Opportunities & Threats [SWOT]
7. Break down the Financials (determine start-up costs then assess what you have vs. what you need)
8. Choose your Business Name & Location
9. Prepare a Business & Marketing Plan
10. Choose an Accountant & Lawyer as necessary
11. Choose a Form of Organization (Legal Structure) for Your Business (Proprietorship, Partnership, Corporation, Nonprofit)
12. Register Your Business Name
13. Secure Your Tax Identification Number (EIN)
14. Set up your Business Checking & Savings Accounts
15. Create your Logo, Website & Social Media Accounts
16. Obtain the appropriate Business License(s) and Permit(s)
17. Apply for Grants and/or Business Loans or Line of Credit as necessary
18. Obtain Business Insurance
19. Solidify your Team (partner(s), employee(s), mentor(s), and others)

*Ready. Set. Launch!*



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