

Starting A Company Checklist

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Develop Your Business Idea

Start with a focused idea that solves a real problem for a specific group of people. If you can't explain it in one sentence, it's not clear enough yet.

Proper Planning and Researching Your Idea

Study your market, find out who your competitors are, and talk to potential customers. Good research saves time, money, and effort down the line.

Developing a Business Plan

A brief 3-page plan that covers your product, financial projections, realistic marketing strategy, pricing, and goals is enough to start.

Test Your Business Idea

Before you build anything, test your idea with real people - finding MARKET FIT is critical! Use surveys, presales, or interviews to see if people actually want what you're offering.

Decide Whether to Go Forward or Not

Look at the results of your testing. If no one's interested or paying, revise your idea or stop. Make a smart GO or NO-GO decision.

Financing Your Business

Figure out how much money you really need. Decide if you'll bootstrap, crowdsource, raise, or borrow funds - but don't borrow money unless you must.

Incorporating and Legal Stuff

Choose a legal structure (like LLC or sole prop), register your business, get an EIN, and set up a business bank account.

Building the Actual Business

Start small with a basic product or service offering. Get something live quickly so you can get feedback and improve fast.

How to Market Your Business

Pick 1-2 marketing channels and show up consistently. Start with your network and early supporters, then grow from there.

Daily Operations

Set up simple tools and systems to run things day to day. Keep your workflows lean and easy to manage until you grow.

Growing Your Business

Double down on what's working, automate where possible, and focus on delivering more value. Growth comes from consistency, not complexity.