



*So You
Want to Start a Business ?*

SCORE 

Entrepreneurial Spirit

- ❖ **Highly Passionate**
- ❖ **Questioning how things can be done better**
- ❖ **Optimistic about everything**
- ❖ **Willing to take calculated risk**
- ❖ **Ability to execute**

Jack's Definition of "Entrepreneur"

Workaholic Risk Taker

Start from Scratch

Advantages

- Not burdened by previous issues
- Chose your name, location, relationships
- Explore new markets, directions
- Don't pay for goodwill

Disadvantages

- No existing customer base
- Taking a bigger risk
- Difficult to secure financing

Buy an Existing Business

Advantages

- Gain an established customer base, location
- Business is known entity with name recognition
- Review the business records to see profitability
- May be easier to secure financing

Disadvantages

- Business inventory may be obsolete/assets inflated
- Employees may be loyal to former owner
- No guarantee that business success will continue

Buy a Franchise

Advantages

- **Become part of a system with proven products**
- **Marketing and sales power of the franchisor**
- **Training and guidance**
- **Networking with other franchisees**

Disadvantages

- **Not the freedom of an independent owner**
- **Pay ongoing royalties and fees**
- **Franchisors problems are your problems**

Other Business Type Options

Home Based Business

Online Business

Non Profit Business

Steps to Start

1. Do Your Research

Libraries

- **A to Z databases**
- **Demographics Now**
- **Small Business Reference Center**
- **Book a Librarian**

Steps to Start

2. Write a Business Plan

- **One Page Plan (Canvas)**
- **Classic Business Plan**
Need for Financing

The One Page Business Plan

The Business Model Canvas

Lean Version

Lean Canvas

Project Name

01-Jan-2016

Iteration #x

Problem Top 3 problems	Solution Top 3 features	Unique Value Proposition Single, clear, compelling message that states why you are different and worth paying attention	Unfair Advantage Can't be easily copied or bought	Customer Segments Target customers
	Key Metrics Key activities you measure		Channels Path to customers	
Existing Alternative				Early Adopters
Cost Structure Customer Acquisition costs Distribution costs Hosting People, etc.			Revenue Streams Revenue Model Life Time Value Revenue Gross Margin	

PRODUCT

MARKET

Write a “Classic” Business Plan

- **Company Description**
- **Industry Research**
- **Target Market**
- **Competition**
- **Marketing Plan**
- **Operations/Technology**
- **Financial Projections**

Write a Business Plan

Financial Projections to be Included

- **Startup Costs**
- **12 Month Sales forecast**
- **12 Month Profit and Loss**
- **12 Month cash flow projection**
- **Opening Balance Sheet**

Write a Business Plan

Get Help Writing Your Plan

SCORE Business Plan Templates

<https://www.score.org/resources/business-plan-template-startup-business>

The written business plan “Word”
All necessary financial worksheets “Excel”

Contact a **SCORE** Mentor
In Person/ Online

Steps to Start

3. Determine Your Legal Structure & Name

Sole Proprietorship

Limited Liability Company LLC-LLP

Partnership

Corporation

S Corporation

Non Profit

Steps to Start

4. Register Intellectual Property

- **Patents**
- **Trademarks**
- **Copyrights**

Steps to Start

5. Secure Financing

- **Personal Savings/Leverage Assets**
- **Family/Friends**
- **Bank Loan (SBA)**
- **Crowdfunding**
- **Micro Loan (> \$35K)**
- **Angel Investor**

Steps to Start

6. Licensing, Taxes and Permits

- **State Business License - WA UBI**
- **Local Permits (health/occupation)**
- **Zoning/Homeowners Association**
- **Federal EIN (employees)**

Steps to Start

7. Establish Financial Controls

- **Open Business Bank Account**
- **Select Bookkeeping method**
- **Engage an Accountant**

Steps to Start

8. Secure Necessary Insurance Coverage

- **Liability (Business - Product)**
- **Property (Fixed – Inventory)**
- **Vehicle**
- **Business Interruption**

Steps to Start

9. Implement Your Business Plan



Lets Wrap Up

Questions?
or
Comments!