

### **GoForth's All Inclusive Start-Up Checklist**

Before you take the big leap, make sure you've got all of the components of this check list checked off and taken care of.

- Write a Business Plan
- Decide whether you're buying a business, becoming a franchisee, joining a family business, licensing an idea or starting from scratch
- Perform a GoForth Achievability Analysis
- Estimate your expenses and revenue (Get help from GoForth Module 4)
- Develop a relationship with your bank and get your financing in place
- Choose an organizational form for your business (sole proprietorship, partnership, corporation, cooperative) (GoForth Module 8)
- Decide on a name for your business & get registered
- Choose your location, complete necessary agreements/contracts, and hire necessary utilities (Refer to GoForth Module 6)
- Register for GST/HST/PST if required / Obtain a Business Number and understand reporting requirements so that you can keep the proper records from day one. (GoForth Module 10)
- Acquire any licences or permits required to run your business, research rules and regulations (GoForth Module 8)
- Obtain business insurance (GoForth Module 8)
- Develop your branding and marketing plan (GoForth Module 4 workbook and worksheets)
- Get a website, business cards and get your name known (Refer to GoForth Module 5 and your marketing/branding plan)
- Develop a winning team (Refer to GoForth Module 7)
  - Employees – write job descriptions, research employment standards, plan salaries and benefits
  - Founding Team
  - Advisory Board
  - Professional Advisors
- Write up and sign all required contracts and agreements (Especially those we mentioned in GoForth Modules 1, 5, 8 and 10)
- Register any intellectual property (See GoForth Module 8 to refresh your memory)
- Develop a record keeping system (Follow the rules from GoForth Module 10)
- Develop a strong network (Remember the tips from GoForth Module 5)
- Talk to other entrepreneurs for advice and opinions
- Set objectives, goals, values, mission and a code of ethics (Get some pointers from GoForth Module 8)
- Assign roles and responsibilities clearly (GoForth Module 7)
- Fill your calendar with the required reporting dates (GoForth Module 10)
- Plan competitive strategies, growth strategies and exit strategies (GoForth Module 2, 4 and 6)
- Plan back-up suppliers, manufacturers, transportation companies, etc.
- Develop a company budget. Use GoForth's Thrity Tips from GoForth Module 3 to help you save your money!

