

STARTUP CHECKLIST

Zions Bank Business Resource Center | Boise, Idaho

Research:

- Industry trends, growth, etc.
- Market size / market demand
- Competitors
- Potential customers needs/wants, their demographics and psychographics, their media habits, their buying habits
- Funding options
- Location options (online, storefront)
- Prototype development, if applicable
- Startup costs just to open the doors
- Ongoing monthly costs (overhead)
- Patents, trademarks, copyrights
- Suppliers
- Equipment & inventory needs
- Workforce availability for employees
- Personal resources, family support

Business Plan:

- Define Problem & Solution
- Define Target Market/Customer Segments/Customer Profiles
- Create Unique Value Proposition
- Products/Services Offered & Pricing
- Marketing Channels & Activities
- Staffing, Hours of Operation, Location
- Key Performance Metrics & Timelines
- Company Leadership & Advisors
- Financial Projections

Formalizing:

- Legal Structure/Assumed Business Name registered with ID Sec. of State
- Licenses & Permits (Federal, State, County, Local)
- Employer Identification Number (EIN)
- Idaho Department of Labor
- Idaho State Tax Commission
- Attorney
- CPA
- Banker
- IT provider, real estate broker, construction contractor, other experts
- Insurance
- Idaho Industrial Commission
- Other Idaho State divisions, if applicable

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[My notes / questions / timeline / tasks:](#)

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