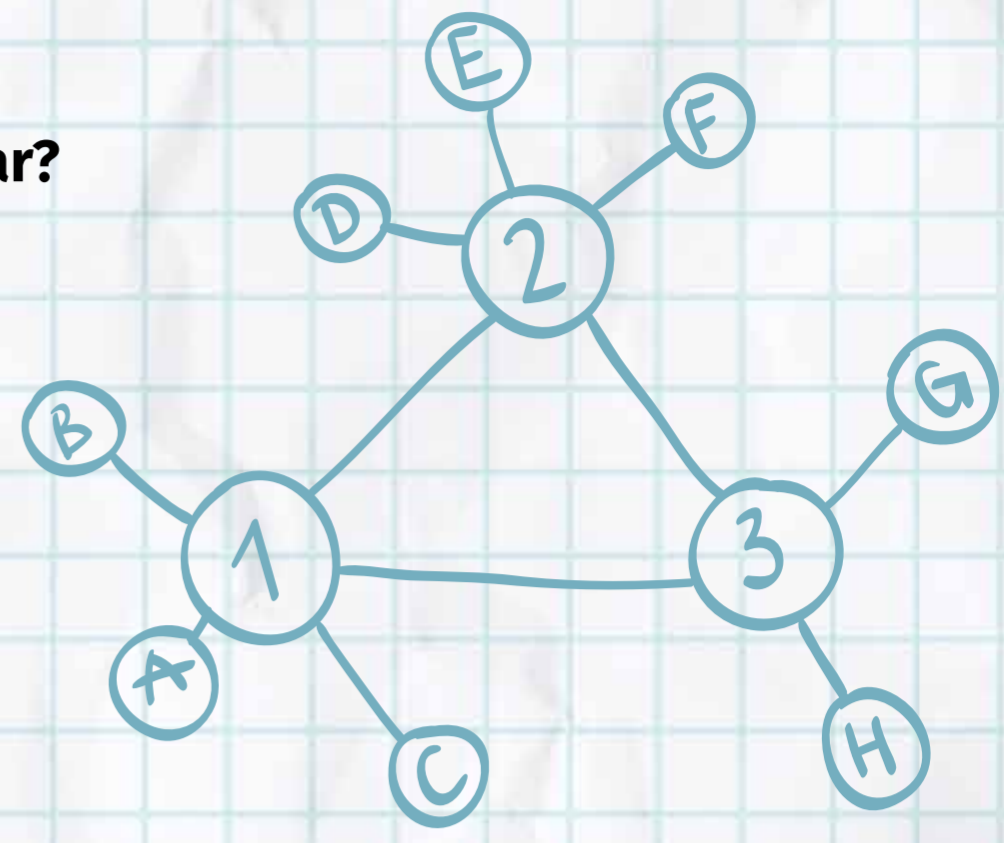


# How do I start my own business?

A visual journey of the highlights

## 1. Come up with a great idea

- Is my idea unique? How can it stand out from others that are similar?
- What will be my company's mission?
- What will be my company's name?



## 2. Determine my business model

- How will you get your product/service to your customer? A subscription model, retailer model, etc.

**A detailed business plan can make a convincing argument to potential investors, showing the who, what, when, where and why of your ideas. There are a lot of questions to answer, and pursuing a business degree can help you develop skills to answer these tough questions. Learn more!**

## 3. Make a business plan

- Executive summary
- Market analysis
- Legal structure
- Service or product
- Marketing and sales
  - \* How will I attract customers?
- Funding sources
- Financial projections
  - \* How can I make a case for financial viability?
- Appendix
  - \* What other supporting documents can help make my case?



## 4. Look at the financials

- An educational background in business can help you identify vital financial info to start a business.
  - \* For example, what will your costs be, from office or store leases to employee payroll? How will you fund your business? Investors? Loans?



## 5. Find a location

- Is my business entirely online?
- Does my business require a brick-and-mortar location?

## 6. Address the fine print

- Register my business
- Get licenses, permits and other required documents



To Do

- 7. Start recruiting my team
- 8. Begin to market my business
- 9. Get insurance

**Open for business!**

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