

## **Checklist - Am I Ready to Start a Business?**

Below are a list of questions and statements to help you see if you are prepared to start a business. This list is not comprehensive and not every question or statement will apply to every type of business. However, it is a reasonable guide to help you decide if you are ready to move forward.

### **GENERAL QUESTIONS**

I can clearly state what product or service my business provides.  
 Is my product or service new and exciting?  
 I know who will buy my product or service.  
 I know how to price my products/services.  
 I know who my suppliers will be.  
 I understand the amount of time and money needed to succeed.  
 Where will my business be located?

### **CUSTOMERS AND THE MARKET**

I know who my potential customers are and why they will buy my product or service.  
 I know the demographics of my current or prospective customers.  
 I know how to reach potential customers.  
 I am addressing unmet customer needs.  
 I know the price customers would be willing to pay for my products or services.  
 I know how I will sell my product or service.  
 Will my customers prefer my product (or service) over the alternatives?

### **THE INDUSTRY AND COMPETITORS**

I know my industry.  
 I know the competitors in my industry and how my business will compare to them.  
 I know the advantages and/or disadvantages I have over my competitors.  
 I have identified my market segment.  
 I know the market segments or groups that are more likely to buy my product.  
 Have I identified new markets that I can successfully target?

### **LEGAL, FINANCIAL, AND PERSONAL MATTERS**

I know what licenses and/or permits my company will need  
 I know what regulations apply to my industry.  
 I know how many employees I will need, what they will do, and what they will be paid.  
 I know my current and future funding requirements.  
 Where will I get the financial resources to start or grow my business?  
 I can support my personal expenses for at least 6 months until my business becomes profitable.  
 Is my family supportive of my new endeavor and do they understand the ramifications of such?