



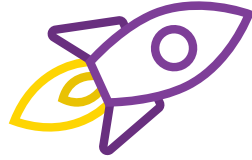
POLKADOT
AGENCY.



START UP CHECKLIST

To ensure your new venture has the
best chances of success

www.polkadotagency.com



This checklist covers everything you
need to know before launch

Why Polkadot?

Launch your business properly. To help you, we have created a little checklist of things you need to get right from the start.

Polkadot can start generating you business from the word go
We'd love to hear from you to discuss web design, product development
or to hear your new startup idea and help kick start your business.

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1

Find a good business idea

A good business idea isn't just one that turns a profit. It's one that's a good fit for you personally, for your target market, and for your location.

Tick

- Conduct a SWOT analysis to identify your strengths and weaknesses
- Come up with a business idea that caters to your strengths
- Define what success looks like for you
- Do your research: What are popular businesses today?

2

Test your business idea and do market research*

Identifying your target customer is one of the most important exercises you will do before launching your business. Know as much as possible.

Tick

- Define the “problem” your business is solving
- Summarize the “solution” your business offers
- Define your target market and ideal customer
- Figure out the best place to set up shop
- What advantages does your solution have over your competitors?
- Outline the team that will help you execute your idea
- Create a basic financial plan
- Map out business milestones and goals

3

Brand your business

A strong brand is the key to customer loyalty and higher sales. If you think it's just for big business,

Tick

- Choose a name for your business
- Decide on your "brand message,"
- Develop a tagline
- Identify your brand's "tone of voice"
- Define what your brand looks like
- Create a logo

4

Make it legal

Before you can open shop and comfortably start doing business, you've got to make sure you've checked all the necessary boxes.

Tick

- Decide on a legal structure or business structure
- Register your business name
- Register for a domain name that matches your business name
- Obtain your business employer identification number
- Find an accountant

5

Get financed

While not every startup needs outside funding, most businesses do require some help, at least at the beginning.

Tick

- Estimate your startup costs
- Decide whether you will use personal finances, loans,
- Apply for financing
- Sales forecast
- Profit and loss statement
- Cash flow statement
- Balance sheet
- Refine your elevator pitch for investors

6

Market and launch your business

It's time to start getting people hyped up about your opening day. This is your opportunity to get things going with a bang!

Tick

- Create a marketing plan
- Network
- Create your marketing materials
- Create brand graphics
- Stationery, invoices, powerpoints, brochures and flyers
- Create a responsive website and setup hosting
- Register a domain name
- Let the press know when you're opening
- Get set up on social media platforms

**Helping businesses, start-ups and charities
with their branding, websites and marketing.**

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