



**MAINE SMALL BUSINESS  
DEVELOPMENT CENTERS**

# The Start-Up Checklist

Presented By:  
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Funded in part through a cooperative agreement with the U.S. Small Business Administration:



# Housekeeping

- This is being recorded and will be emailed to you after the presentation.
- Please keep yourself on mute.
- Submit any questions in the chat.



# What does the Maine SBDC do?

Provides no-cost and confidential business advising to current and aspiring Maine business owners!

- Business Planning and Startups
- Business Transitions and Exits
- Assistance with Credit and Financing
- Financial Analysis
- Marketing and Sales
- Operations Management
- Much More!



# Start with a Poll:

## Where are you in the business development process?

1. I want to start a business but don't know what type yet.
2. I have an idea but don't know where to start.
3. I'm making sales but not an official/legal "business".
4. I think I'm "in business" but want to make sure I'm not missing anything.
5. Other

# Purpose of this Webinar

Checklist to start a business:

- Market Research
- Business Plan
- Choose your entity type
- Naming and Location
- Insurance, Licenses, Permits
- Show me the money!
- Legal
- Taxes
- Employees - Build the Team



# How to Use this Checklist





## Market Research

- Feasibility & Planning
- Primary and Secondary
- How to do it
  - Get out and talk to customers!





# Business Plan

- What is it?
  - Narrative
  - Numbers
- Do I need one?
- Objective/Audience?



<https://www.mainesbdc.org/resources/business-planning/>





# Choose a Legal Entity



**Liability**

Investors

Employees/  
Contractors

???

Bookkeeping

Legitimacy

**Taxation**



## Naming: Common Challenges

- DBA=“Doing Business As”
- LLC & Corporations/Entity Names
- “Protection” and Trademarks





# Location

*Either a gimme or your biggest headache...*

- Rent/lease, buy, or home?
- Location, Location, Location  
—Myth or Fact?
- Priorities
- Resources
- Zoning





## Insurance

- General Business Liability
- Worker's Compensation
- Health (<https://www.coverme.gov/learn/information-for-small-businesses>)
- Auto/ Commercial Property
- Errors and Omissions





# Licenses & Permits

- “Business License” ? Talk to your municipality
- [Maine Business Answers](#)
- Timing

A secure, online service provided by the Department of Economic & Community Development

## BUSINESS ANSWERS



# BUSINESS ANSWERS



**I want to...**

- Start a business in Maine.**  
(Get help determining the business licenses and permits you'll need to start your business)
- Search for a license or permit.**  
(Find the a specific business license or permit by keyword, category or agency.)

[Go »](#)

**Business Answers helps you find what you need to start and do business in Maine.**

### Need help now?

Contact us weekdays between the hours of 8:00 a.m. and 5:00 p.m. eastern time.  
1-800-872-3838 in Maine or 1-800-541-5872 from outside of Maine

You can also e-mail us at [business.answers@maine.gov](mailto:business.answers@maine.gov)

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# BUSINESS LICENSING

## How to Get a Business License

General licenses to operate a business are managed at the town/city level in Maine. Contact your town office for information. To obtain contact information for your town office or to locate your municipal website, visit the [Maine.gov Local Government portal](#).

Corporations must register with the State of Maine [Bureau of Corporations](#).

Certain professions and types of businesses require additional permits and licenses:

- Professional Licensing - see [Resources by Profession](#)
- [Register online for Maine sales & use tax and/or income tax withholding](#)
- [Eating & Lodging Establishment Inspections & Licensing](#)
- [Liquor Licensing: Application and Renewal](#)
- [Motor Vehicle Mechanics, Inspection Stations & Sticker Sales](#)

### TOP ONLINE SERVICES

[Corporate Fraud Monitoring](#)

[Corporations Search](#)

[UCC Filing](#)

[Corporate Annual Reports Filing](#)

[Tax Filing & Payment Services](#)

[Business Answers](#)

[\[ More Online Services \]](#)

### RELATED AGENCIES

[Geographic Information, Maine Library of](#)



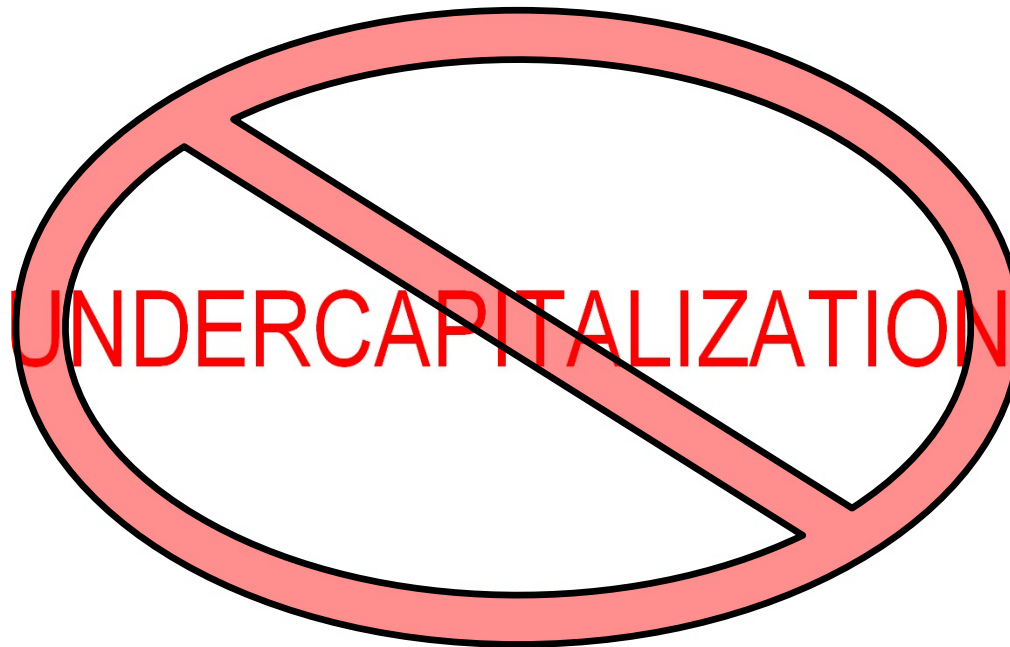
## Financing







## Financing-Sources & Uses of Funds





# Cash Flow Projections

*Why?*

- Feasibility
- Financing
- Pricing/Hiring Decisions
- Budgeting
- Seasonality
- Goals





	PRE-START	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	TOTAL
<b>CASH RECEIPTS</b>														
Cash Sales														\$0
Loans/Other														\$0
<b>TOTAL CASH RECEIPTS</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>CASH PAID OUT</b>														
Gross Wages (Ex. withdrawals)														\$0
Payroll Taxes & Benefits														\$0
Outside Services														\$0
Supplies														\$0
Repairs														\$0
Advertising														\$0
Professional Fees														\$0
Rent														\$0
Telephone														\$0
Utilities														\$0
Other														\$0
<b>Subtotal EXPENSES</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Loan Payment														\$0
Owner's Withdrawal														\$0
<b>TOTAL CASH PAID OUT</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>CASH POSITION</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

This spread sheet is used in conjunction with Maine SBDC workshops and counseling and is freely distributed.





## Let's Talk Taxes

- Income Taxes
- Self Employment Taxes
- Payroll Taxes
- Sales Tax
- Budgeting

**HIRE A PRO!**

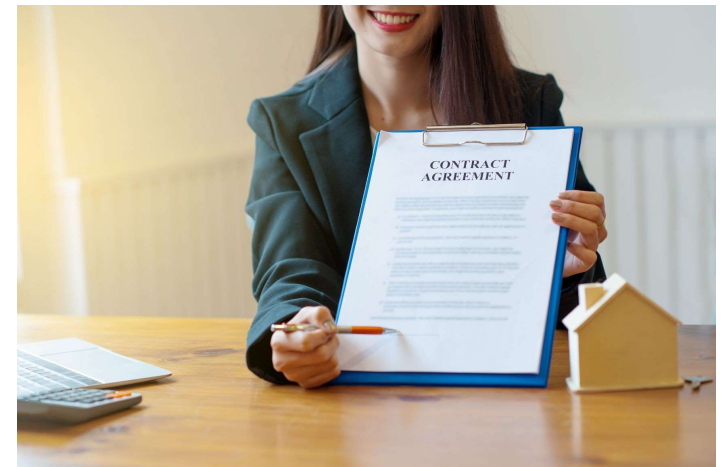


# Do I Need An Attorney?

*Maybe...*

## Possible Needs:

- Understand Liability
- Entity Formation
- Lease/Purchase and Sale
- Contracts
- Trademarks/Patents





## What's a Tax ID #? EIN/TIN

- EIN=Employer ID Number=TIN=Tax ID Number
- Business SSN
- Do you need one? IT DEPENDS
- Should you get one? PROBABLY
- DO NOT PAY FOR AN EIN/TIN!!!



<https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>



## Hiring Employees

- Employee v. Independent Contractor (More info at [Maine DOL](#))
- Following the rules
- Policy Manuals/Employee Handbooks
- Managing Payroll
- Scheduling



## Grand Opening!

- Marketing
- Connect: Municipality & Neighbors
- Positive Press/Donations?
- Give-a-ways, games, prizes, free samples, etc.
- Be ready...





## Need Help – Contact Us:

### Maine Small Business Development Centers (Maine SBDC)

Phone: 780-4420

Email: [mainesbdc@maine.edu](mailto:mainesbdc@maine.edu)

Website: [www.mainesbdc.org](http://www.mainesbdc.org)

Finding your SBDC: <https://americassbdc.org/small-business-consulting-and-training/find-your-sbdc/>





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# Questions?

Type your questions in the chat below or "Raise Your Hand" and unmute yourself!

