

STARTING AND FINANCING A BUSINESS

A Checklist

Financial Permaculture
Hohenwald, Tennessee
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I. FOUR PARTS OF A BUSINESS

The Ecosystem
The Business
The Business of the Business
Financing a Business

II. THE ECOSYSTEM

- A. No man is an island... Operating within the ecosystem and optimizing total economic return
- B. Ecosystem risks and opportunities

III. THE BUSINESS

- A. Why?

Is there joy and purpose in this mission and way of life?

- B. Who?

Who are our customers and/or members?
Who are the founder(s) and leader(s)?
Who are the employees and partners?
Who are the financier(s), donors and/or investor(s)?
Who are the mentors, advisors, teachers and opinion leaders?
Who are the joint venture and strategic partners?
Who are the vendors and suppliers?
Who are our attorneys, accountants, tax advisors and other experts and consultants?
Who are the competitors?
Who is impacted: positively or negatively?
Who are the government agencies, regulators and legislators involved?
Who are the plants and animals involved or impacted?

C. What?

What is the product or service?

What is the value proposition and pricing strategy?

What are the knowledge, skill sets and technology we need?

What are product research, development and prototyping?

What are the natural resources involved or impacted?

D. How?

How does we make the product or service?

What are our marketing analysis, niche and strategy and strategy?

How do we deliver or distribute the product or service?

How do we manage our relationships with our customer and provide excellent customer service on a sustainable basis?

Technology and accounting: How do we manage our systems and data?

Internet and web presence and disclosure policies

What are the values that represent our success and how do we integrate them into our culture: integrity, competency, reliability, human, diversity, love of community and environment

What are the criteria to measure performance and determine success?

E. Where?

What is our service area and why?

IV. THE BUSINESS OF THE BUSINESS

A. Organization, roles and responsibilities

B. Budgets: What are the sources and uses of time, knowledge and cash on an integrated monthly and annual basis to the business and to the key participants in the business, including the founder?

C. Human Resources: Recruiting and supporting excellent people, personnel policies, vacation policies, training, compensation and benefits, diversity, founder and employee family issues

D. Local, state and federal regulatory and tax compliance, licenses, registrations and permit, government relations

E. Office and business space and equipment

F. Accounting, inventory, project management, annual calendar and other information systems

G. Strategy to reengineer knowledge and learning into database, tools and systems

H. Public and community relations

I. Auditing, quality control and internal controls

J. Insurance: Health, business interruption, property, errors and omissions, disability and life, general liability

- K. Intellectual capital: Patents, trademarks, copyrights, and non-disclosure agreements, What are the specific steps taken to build capacity and equity independent of the founder(s) – building the field of shared intelligence and getting leverage on our time.
- L. Strategic planning, scenario planning, contingencies and emergency preparedness
- M. Environmental impact and contribution, recycling, standards of reducing rather than creating waste
- N. Membership in barter systems and exchanges

V. FINANCING THE BUSINESS

- A. Legal and capital structures
- B. Banking and lender relationships
- C. Cash flow management, investment policies and strategy, bill collection
- D. Financing for customers, customer financing us, if any
- E. Real estate, facilities and equipment leases and supplier/vendor financing, if any
- F. Equity investors/shareholders
- G. Investors exit plan and family and estate issues
- H. Founders exit plan and family and estate issues
- I. SWOT Analysis