

THE NEW YEAR STARTUP CHECKLIST



Are you legally compliant?

STATE & FEDERAL LAWS

At the start of the year, be sure that any of your business's licenses, permits, certifications, and tax filings are correct, up-to-date, and not expiring soon. Be sure that you're current on any legal requirements for your business structure.



Have you set clear goals?

PLAN AHEAD

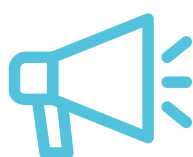
Analyze your business's state of operations at the beginning of the year, and create clear and actionable goals for the year ahead using this information. What could you have done differently? Where would you like to grow? What went well?



Evaluate your funding.

LOOK FOR NEW OPPORTUNITIES

Gather your important business documents and apply for new funding opportunities to help your business grow. Be sure to outline what you'll use extra funding for and how it will accelerate or maintain your business offerings. Remember to have your financial documents ready for review!



Have a marketing plan.

PROMOTE YOUR BUSINESS

Plan out how you'll promote your products and services. Consider: what makes your business stand out? What can you offer your customers that others cannot? Who are your ideal customers? Where can you reach them?



Find resources.

URCI IS HERE FOR YOU

Consider accessing fundamental business resources such as coworking spaces, conference room rentals, business coaching, and free seminars from the Union River Center for Innovation. We're here to help your business grow!

Sources:

SBA: <https://www.sba.gov/business-guide/manage-your-business/stay-legally-compliant>
<https://www.sba.gov/business-guide/grow-your-business/get-more-funding>

URCI: <https://www.unionriverinnovation.com>