

# How To Launch A Small Business In 30 Days

To turn your brilliant new product or service into a business in just 30 days, here's what needs to happen, according to Dan Lievens, managing partner of HeadRoom, a small business incubator.



## 1. Conduct Market Research

- ☐ Find out if there is a market for your business and determine your unique selling proposition.

## 2. Write A Business Plan

- ☐ Collaborate with a consultant or Small Business Administration resource partner like SCORE to craft a business plan.

## 3. Partner With Professionals

- ☐ Hire an accountant and attorney

## 4. Prep The (Paperless) Paperwork GO ONLINE TO:

- ☐ 1. Get your certificate of organization, employer ID number (EIN) and tax ID
- ☐ 2. Set up a business bank account
- ☐ 3. Acquire my permits

## 5. Choose A Location

- ☐ Consider wheather your business is best suited to a commercial space, co-working facility or home office using cloud

## 6. Get IT In Order

- ☐ Determine needs for computers, internet access, mobile devices, cloud storage, customer relationship management tools and security.

## 7. Create Your Brand

- ☐ Work with a professional to develop a name and logo. Assess your competition: What makes your business stand out?

## 8. Build A Digital Presence

- ☐ Hire a technology service to develop a secure website, create social media accounts and ensure customers can find you through search

## 9. Set Up Online Sales

- ☐ Use a cloud based e-commerce platform for a seamless shopping experience

## 10. Craft A Marketing Plan

- ☐ Combine digital marketing efforts to such as social media and Google AdWords with offline options, such as newspaper and direct mail.

## 11. Take A Deep Breath

- ☐ Brace yourself, open those doors - virtual or real - and get ready for an adventure.

## 12. 59%

- ☐ of very small businesses (those with fewer than five workers) don't have a website'

## 13. 78%

- ☐ of U.S. small businesses will be fully adapted to cloud computing by 2020

## 14. 83%

- ☐ of startups believe cloud technology gives them access to tools and technology they could not otherwise afford