Starting a Business

RULES FOR STARTING A BUSINESS:

1. "Sweat only the important things."
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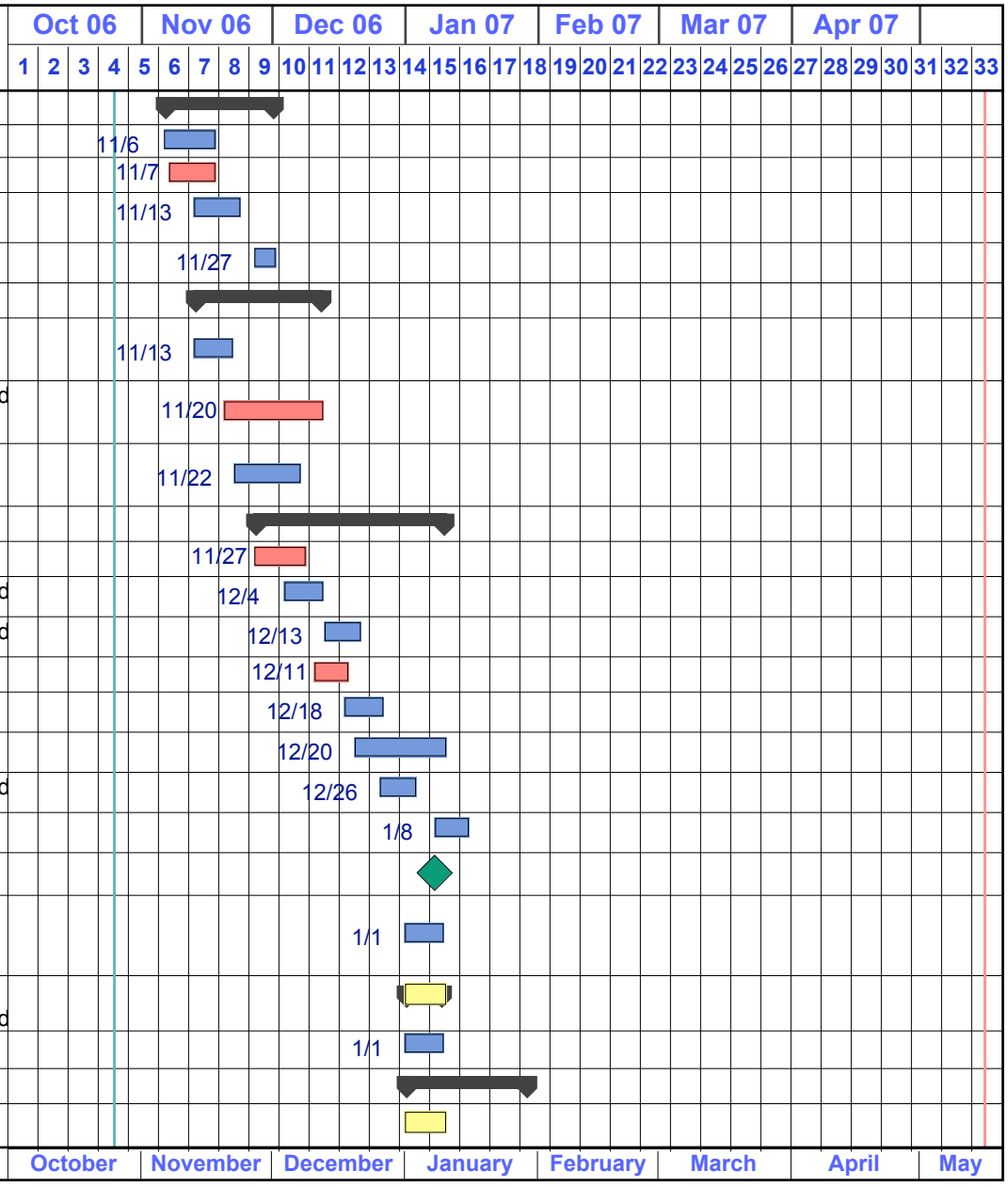
3. "You can't stay on schedule if you don't have one."

Jan 31, 2008

Activity Name	Start Date	Finish Date	Resources Assigned
Start Business Planning	**11/6/06**	**12/1/06**	
Idea Generation	11/6/06	11/17/06	Founder
Select Business Focus	11/7/06	11/17/06	Co-Founder, Founder
Research Market and Industry	11/13/06	11/23/06	
Test Assumptions	11/27/06	12/1/06	
Initial Preparation	**11/13/06**	**12/12/06**	
Research Business & Trade Organizations	11/13/06	11/21/06	Co-Founder, Founder
Prepare Financial Statement & Balance Sheet	11/20/06	12/12/06	Coach/Consultant, Found
Select Advisors & Support Consultants	11/22/06	12/7/06	Co-Founder, Founder
Outline Business Plan	**11/27/06**	**1/10/07**	
Select Products & Services	11/27/06	12/8/06	Co-Founder, Founder
Establish Strategic Position	12/4/06	12/12/06	Coach/Consultant, Found
Create Mission Statement	12/13/06	12/21/06	Coach/Consultant, Found
Define Industry & Target Markets	12/11/06	12/18/06	Co-Founder, Founder
Identify the Competition	12/18/06	12/26/06	Coach/Consultant
Select a Location	12/20/06	1/10/07	Co-Founder, Founder
Begin Creating a Marketing Plan	12/26/06	1/3/07	Coach/Consultant, Found
Establish an Advisory Board	1/8/07	1/15/07	Co-Founder, Founder
Name the Business	1/8/07	1/8/07	Co-Founder, Founder
Determine Sales & Profit Objectives	1/1/07	1/9/07	Co-Founder, Founder
Establish Pricing Strategies	**1/1/07** 1/1/07	**1/9/07** 1/10/07	Coach/Consultant, Found
Understand COGs	1/1/07	1/9/07	Co-Founder, Founder
Product Development Plan	**1/1/07**	**1/29/07**	
Name the Product(s)	1/1/07	1/10/07	Co-Founder, Founder



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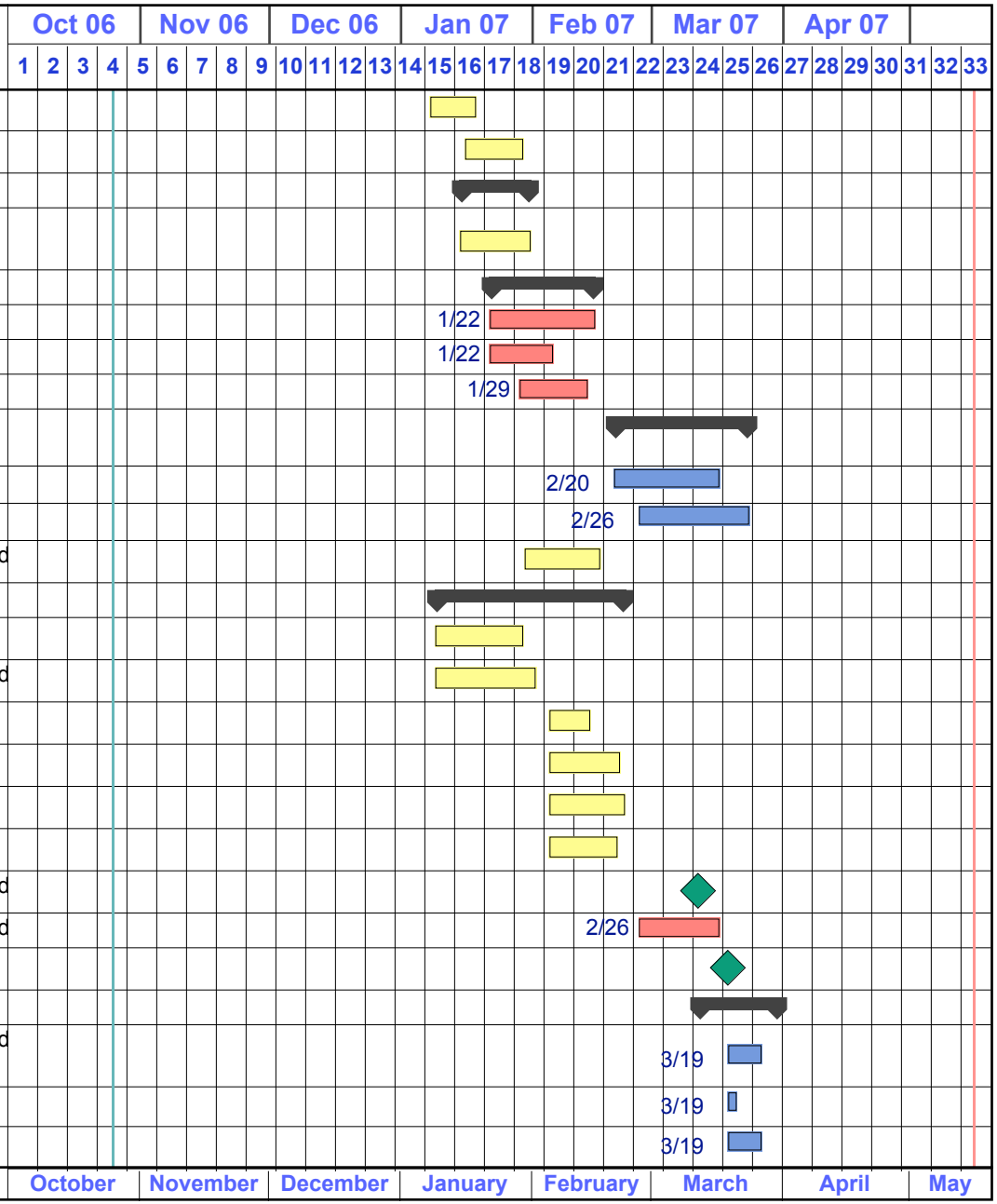
Research Materials	1/8/07	1/18/07	Co-Founder, Founder
Manufacturing	1/16/07	1/29/07	Co-Founder, Founder
Sales Plan	**1/15/07**	**1/31/07**	
Direct Sales,Telemarketing, Distributors, Resellers, Incentives	1/15/07	1/31/07	Co-Founder, Founder
Operations Plan	**1/22/07**	**2/15/07**	
Shipping	1/22/07	2/15/07	Co-Founder, Founder
Facilities	1/22/07	2/5/07	Co-Founder, Founder
Equipment	1/29/07	2/13/07	Co-Founder, Founder
Personnel Plan	**2/20/07**	**3/23/07**	
Company Policies	2/20/07	3/16/07	Co-Founder, Founder
Employee Handbook	2/26/07	3/23/07	Co-Founder, Founder
Financial Plan	1/30/07	2/16/07	Coach/Consultant, Found
Prepare Marketing Plan	**1/9/07**	**2/22/07**	
Establish Creative Strategy	1/9/07	1/29/07	Co-Founder, Founder
Media Strategy & Plan	1/9/07	2/1/07	Coach/Consultant, Found
Sales Promotions	2/5/07	2/14/07	Co-Founder, Founder
Advertising	2/5/07	2/21/07	Coach/Consultant
Promotions	2/5/07	2/22/07	Co-Founder, Founder
Public Relations	2/5/07	2/20/07	Co-Founder, Founder
Finalize Written Business Plan	3/12/07	3/12/07	Coach/Consultant, Found
Secure Financing	2/26/07	3/16/07	Coach/Consultant, Found
Resign from Present Job	3/19/07	3/19/07	Co-Founder, Founder
Implementation	**3/12/07**	**3/30/07**	
Set-up the legal form of the Business	3/19/07	3/26/07	Coach/Consultant, Found
Obtain Taxpayer ID Number	3/19/07	3/20/07	Co-Founder, Founder
Secure Insurance Coverage	3/19/07	3/26/07	Co-Founder, Founder



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Lease Facilities & Equipment	3/12/07	3/26/07	Co-Founder, Founder
Obtain Business Licenses & Permits	3/19/07	3/23/07	Co-Founder, Founder
Set-up Bookkeeping, Accounting, Banking & Office Systems	3/19/07	3/26/07	Coach/Consultant, Found
Design & Print Business Stationery	3/12/07	3/30/07	Co-Founder, Founder
Implement Creative Stategy	3/12/07	3/19/07	Co-Founder, Founder
Establish forms of Payment	3/19/07	3/27/07	Co-Founder, Founder
Develop Operating Proceedures	3/19/07	3/30/07	Coach/Consultant, Found
Prepare for Opening	**3/26/07**	**5/7/07**	
Order opening inventories	4/2/07	4/11/07	Co-Founder, Founder
Set-up Office and Display Areas	3/26/07	4/10/07	Co-Founder, Founder
Improvements to Facilities	3/26/07	4/16/07	Co-Founder, Founder
Hire & Train Staff	4/16/07	5/7/07	Co-Founder, Founder
Arrange for Security & Emergency Procedures	4/9/07	4/16/07	Co-Founder, Founder
Initial Sales Promotion	**4/16/07**	**5/15/07**	
Design and Place Ads	**4/16/07**	**5/4/07**	
Print Ads	4/16/07	5/3/07	Coach/Consultant, Found
Radio Ads	4/23/07	5/4/07	Coach/Consultant, Found
Television	4/16/07	5/2/07	Coach/Consultant, Found
Press Releases	4/16/07	5/1/07	Co-Founder, Founder
Promotional Flyers	5/7/07	5/15/07	Co-Founder, Founder
Grand Opening			