

BUDGET CHECKLIST

When you are getting started on your business, it is hard to imagine how all of the expenses are going to add up. Use our budget checklist as a sneak peek of what lies ahead so that you can properly prepare. Even the most prudent must remember that things end up costing more than you think, so keep a little extra set aside for the unexpected.

<p>PERSONNEL <i>Will you have employees? Will you pay yourself?</i></p>
<ul style="list-style-type: none"> • Salaries
<p>OVERHEAD <i>How much does it cost to keep your lights on?</i></p>
<ul style="list-style-type: none"> • Bank, Credit Card & Payroll Fees • Corporate Collateral <i>(i.e. paper goods, business cards, braded swag)</i> • Insurance <i>(We suggest speaking with an insurance broker to find what meets your needs.)</i> • Interest Expense on Loans • Licenses, Subscriptions & Research <i>(i.e. databases, business permits, software)</i> • Parking • Professional Services <i>(i.e. legal, accounting, finance)</i> • Rent • Utilities • Shipping & Postage • Phone • Travel & Entertainment
<p>CAPITAL EXPENDITURES <i>What money will you spend on fixed assets?</i></p>
<ul style="list-style-type: none"> • Construction & Furniture • Infrastructure <i>(What fixed assets are you using to create your goods? i.e. coffee machine in coffee shop)</i>
<p>PRODUCT DEVELOPMENT <i>What will you invest to bring your product to life?</i></p>
<ul style="list-style-type: none"> • Inventory Purchasing / Manufacturing / Technology Development • Branding & Design
<p>MARKETING <i>How much will it cost you to get the word out?</i></p>
<ul style="list-style-type: none"> • Advertising • Content Creation • Digital Marketing • PR & Events • Traditional Sales • Social Media

