Starting a Business in NH - Planning and Research

1. Writing a business plan
   a. Why do I need a business plan?
      i. Document the idea
      ii. Focus your efforts
      iii. Secure funding
      iv. Build consensus
      v. Garner support
      vi. Guide through change
   b. What is in a business plan?
      i. Executive summary
      ii. Company information
      iii. Market analysis
      iv. Organizational structure
      v. Product/service offerings
      vi. Market strategy
      vii. Financial projections
   c. Business planning – market analysis
      i. Know your customer
      ii. Understand your competition
         1. Direct vs. indirect competitors
   d. Business planning tools

2. Funding your business

3. Licenses & permitting
   i. Licenses or permits from state government
   ii. Licenses or permits from federal government

4. Structuring & registering
   a. Choosing a business type
      i. The variables
   b. Types of business structures
   c. Registering your business

5. Selecting insurance coverage
a. Small business insurance
6. Protecting intellectual property
7. Ensuring employee safety
   a. Health & safety
      i. OSHA
8. Keeping records
   a. Record keeping & accounting
9. Taxes
   a. NH
10. Wrap up