

HUNDRED

LIFE DESIGN

CREATING A STARTUP ROSTER



CREATING A STARTUP ROSTER: A CHECKLIST OF SPECIALIST SUPPORT FOR YOUR NEW BUSINESS

When people envision their new startup, they're usually flying high on the idea of the American Dream.

Of course, that's in the early stages. Once the wheels really start turning, the panic sets in: "Wait, do I actually know what I'm doing?"

A lot of time and effort goes into every successful entrepreneurial endeavor, and no one does it all alone. Just like a successful sports team, you'll need the support of a group of people who specialize in what they do, including help from legal, HR, financial, and marketing experts. But for someone who's never been at the forefront of a new business before, it can

be difficult to figure out exactly who you need on your team, and what to ask them.

To help, we've put together a checklist of all the things you should consider as you roll out and develop your business idea. Having these consultants in your back pocket can really ease some of those startup struggles—though you don't need to worry about taking care of everything at once! Consider which list items your business actually needs to focus on, and work your way through them one at a time, letting your team guide you along the way.

HELP FROM YOUR LEGAL TEAM:

- Decide on your business structure
- Search for and obtain relevant regulations, permits, and licenses
- Manage your intellectual property (copyright, naming rights, etc.)
- Develop a shareholder's agreement (including between operating partners)
- Manage the distribution and handling of equity terms and conditions
- Create non-disclosure agreements
- Create employee contracts
- Make a privacy policy, disclaimer, TOS agreement, and return policy





HELP FROM YOUR HR TEAM:

- Classify employees (as independent contractors or employees)
- Developing a hiring process
- Create a benefits package
- Write a company or employee handbook
- Develop company policies and procedures

HELP FROM YOUR FINANCIAL TEAM:

- Manage accounting and bookkeeping
- Obtain an Employer Identification Number (EIN)
- Obtain a business bank account and line of credit
- Check compliance with securities laws
- Track expenses
- Track financial projections
- Report taxes
- Carry out pro forma modeling

HELP FROM YOUR MARKETING & ADVERTISING TEAM

- Develop a brand identity and logo
- Develop a user-friendly website
- Define your niche and target audience
- Create regular blog posts and newsletter blasts
- Document your mission statement and core values
- Develop a social media strategy
- Create paid advertisement campaigns
- Convert organic followers to paying customers
- Brainstorm passive income generation ideas (webinar, podcast, etc.)
- Solicit PR placements and shoutouts

Again, not all of these checklist items will apply to every business, and no one's expecting you to fly through them all at once. If done correctly starting a new business takes time, and it's better to slow down and make sure you've considered everything.

Luckily, once you've created your own startup roster and found the expert help you need, things become much easier.

FOR MORE INFORMATION ON DEVELOPING YOUR SPECIALIST SUPPORT GROUP, OR FOR INSIGHTS ON BUILDING YOUR NEW BUSINESS, CONNECT WITH HUNDRED LIFE DESIGN VIA OUR WEBSITE.