



Starting your Small Business

Welcome!

New Ventures Maine-Who we are

- 40 years of helping individuals in transition- find jobs, start businesses, build assets, and become leaders.
- We offer comprehensive economic development programs- career & asset development & microenterprise.
- newventuresmaine.org



About Jenn Dobransky

- Microenterprise Specialist for Midcoast Region NVME
- 14 years as a small business owner
- Why I became an entrepreneur: family history, creativity, passion for my work, unique business vision



Goals for Today

- Entrepreneurship
- Factors for Success
- The Business Plan & the importance of planning
- Setting up your business/starting on the right foot
- Resources



What is an Entrepreneur?



“Entrepreneurs see the gap between “what is” and “what should be” and they create something of value to make the world-or some part of it-better.”

-Susan Duffy, Center for Women's Entrepreneurial Leadership, Babson College



“ENTREPRENEURS ARE
WILLING TO WORK 80
HOURS A WEEK
to **AVOID**
WORKING 40
HOURS A WEEK.”

LORI GREINER

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“Choose a job you love and
you will never have to work
a day in your life.”

– Confucius

Maine is a small business economy



- 89% of all business in Maine is a microenterprise

Small business contributes to overall household income



75 % of new businesses fail in the first year, and only 50% of those that do survive the first year will make it through the next five years.



To be successful....



Do what you love



Do what you know



Get support



Make a plan



The business plan

- Outline





Business Plan Outline

Cover Sheet

Name of Business, Name of Owners, Business Address and Phone, E-mail and Website address.

Mission Statement

Your mission statement is the foundation for all of your marketing. It is a statement that describes the essence of your business. It is broader than simply your product or service. It is the why of your business.

Business Description

A narrative summary that includes the following information:

- Type of business: primarily product, service, or merchandizing.
- Status of business: start-up, expansion, date business began or will begin operation.
- Form of business ownership: sole proprietor, partnership, corporation.
- Profit potential: special features of business, customer benefits.
- Employment opportunities and other market/community benefits: impact of business on local community and on broader market place.
- Location and hours of operation.



The importance of
planning....

Product/Service



Marketing

Financials



Why Plan?



The Business Plan- Why do it?



It makes you stop and think about what you are doing.

The Business Plan- Why do it?



It gets your ideas out of your head and onto the page

It's a road map to help you reach the objectives of your mission



It grounds you



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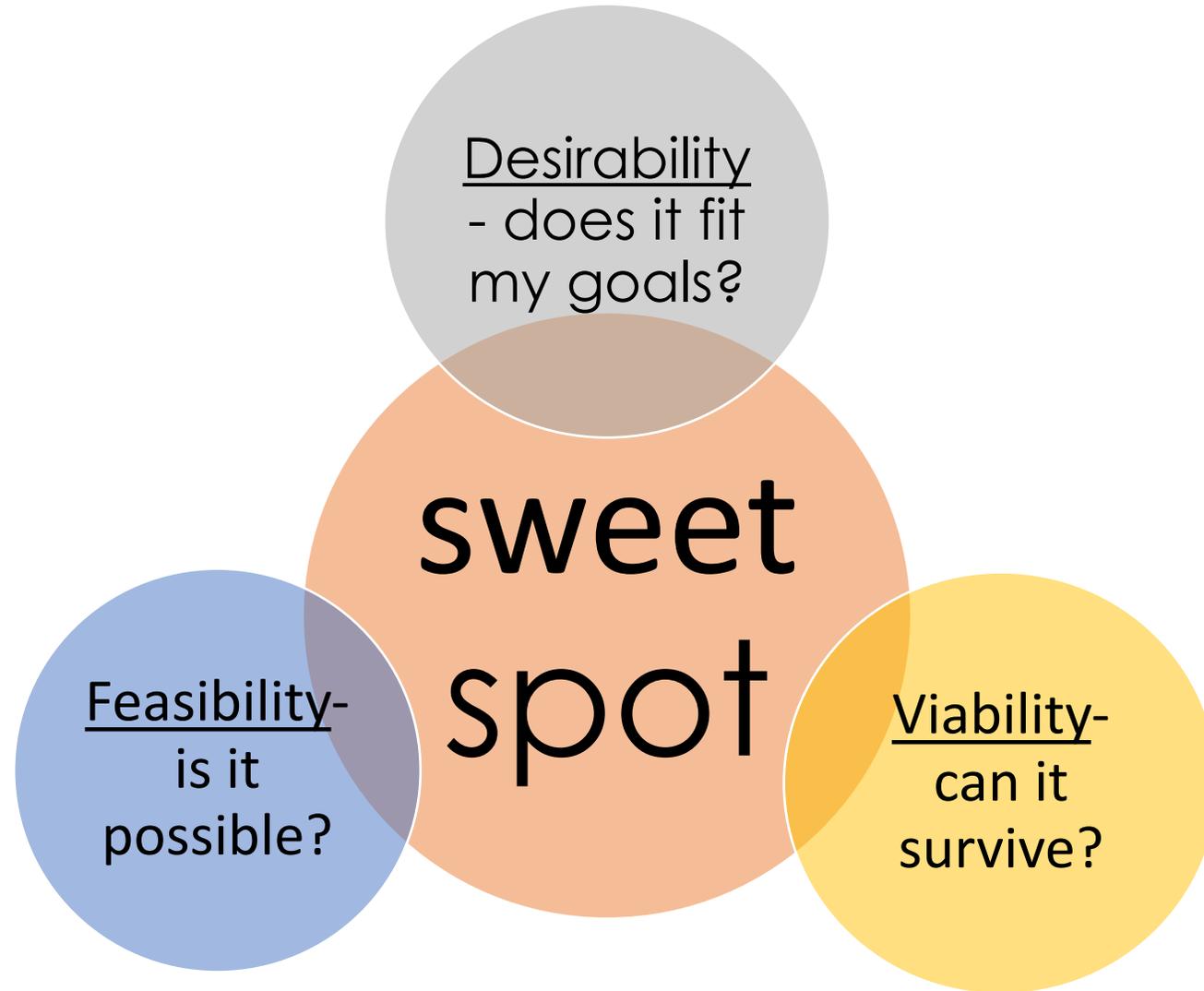
It functions as a “to-do” list



Don't make it complicated or something you
dread!



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Setting up your business



Starting on the right foot/Next steps

Choose business formation

- As a sole proprietor- go to your local town office or city hall to “register”
- Will you become an LLC?



Legal Structures for Business

The legal structure of your business will be based on the number of owners, on the nature of risk and level of liability involved in your business, and on tax considerations of the owners and the business. You will want to learn more about the advantages and disadvantages of the different legal forms of business ownership. The following provides a general outline of the different options; you may want to consult an accountant, attorney, and insurance agent for input on which structure will work best for your business.

Sole Proprietor

A business owned and controlled exclusively by one person who is responsible for the business liability, profit, and loss. It is the most common form of business organization and can be established simply by selling a product or service or by opening a business or DBA (doing business as) checking account. Sole proprietorships may be registered with the town and the business name registered with the state. Profit or loss from business is filed with your personal tax return using the IRS Schedule C or C-EZ.

Advantages of a sole proprietorship include: low start-up costs, little regulation, direct control for the owner, minimal working capital requirements, tax advantage to small business owner, all profits go to the owner. Disadvantages include: unlimited liability, lack of continuity, difficult to raise capital.

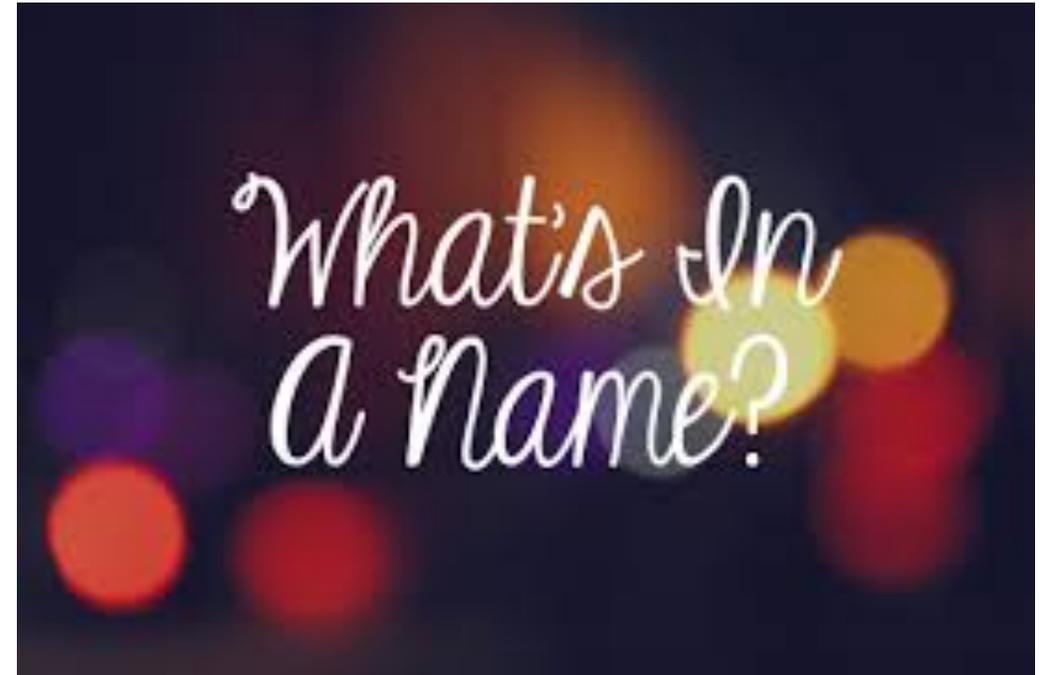
Get a separate bank account for your business

- It can be a DBA (doing business as)
- Use it as a business account-make sure that it is actually separate!



Choose a name for your business

- Make sure that it speaks to the customer and aligns with your brand
- Buy the domain name



Sales Tax

- Are you selling product in the State?
- Get yourself a sales tax ID number
- Call 624-9693



Steps to start up

- Accept credit cards (from your mobile device)
- Enjoy a 30% increase in sales



Build a good team

- Accountant
- Attorney
- Bookkeeper
- Business counselor
- Marketing professional
- Etc...



Business Start-Up Summary

- Prepare a written business plan. This will be a “road map” for your business and will help you clarify in your own mind where you are going. It is also required by lenders if you wish to borrow money for your business.
- **Legal Structure:** Decide whether your business will be a sole proprietorship, a partnership, a corporation, or a limited liability company. You can find incorporating forms online at the Maine Secretary of State, Bureau of Corporations:
www.maine.gov/sos/cec/corp/
- Order a “Business Answers Packet” from the Maine Department of Economic and Community Development by calling 1-800-872-3838. There is a small fee for this packet. This 800 line is also the Business Answers Hotline where you can get many of your questions answered about state regulations, licensing, incorporation, and doing business in Maine. Visit Website: www1.maine.gov/cgi-bin/online/businessanswers/index.pl
- Check with your town office to see if you need a permit to do business in your town. There may be a fee or it may not even be required. Each town/city is different. You will also need to check your zoning. Your local town/city officials will have this information.
- Choose a business name and make sure that that name is available to you. If you are a sole proprietor you can register your name in the town or city your business is located. If you

Resources

- newventuresmaine.org
- scoremaine.org
- mainesbdc.org
- sba.gov
- irs.gov
- [Vistaprint](#), [moo](#), [zazzle](#), etc
- [squareup](#), [paypal](#), [Intuit GoPayment](#), etc..
- [squarespace](#), [shopify](#), [wix](#), [weebly](#), [wordpress](#), etc...





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