Starting a Business Project by C. Kohn, Waterford WI

Partner Names: Hour   
 *Include first and last names*  
Date: Date Assignment is due: Why late? Score: + ✓ -  
*If your project was late, describe why*

**Directions**: Use the accompanying website (<http://www.sba.gov/content/follow-these-steps-starting-business>) and other internet sources to complete this project on Microsoft Word or a similar program. You may work in groups of 2-4. This project is graded on a + ✓- scale (+ = exceed expectations. ✓ = met expectations. - = redo the assignment).

**Overview**: imagine it is the day after your high school graduation. You intend to start a business to raise money (possibly to pay for college or other expenses like a new car or rent). Use the questions below to explain how you will create this business. NOTE: this business should be realistic for an 18-year-old – make sure that what you are describing is feasible for someone in your position. NOTE: you can write this as if it you were each individually doing this or you could design this business as a partnership. Your paper should be written in the first person as if you are going to do this or have already done this (e.g. “We began our business by….”).

## **Questions to address in your paper:**

1. What is your **executive summary**? (<http://www.sba.gov/content/executive-summary>). Be sure to include:
   1. The Mission Statement – This explains what your business is all about. It should be between several sentences and a paragraph.
   2. Company Information – Include a short statement that covers when your business was formed, the names of the founders and their roles, your number of employees, and your business location(s).
   3. Your Products/Services -- Briefly describe the products or services you provide.
   4. Financial Information – If you are seeking financing, include any information about your current bank and investors. Explain how you will cover the expenses of starting your business, marketing to your target market, distributing your products, etc.
   5. Summarize future plans – Explain where you would like to take your business; focus on how you will succeed with your target market and acquire the majority of these people as customers.
      1. Also visit <http://www.sba.gov/community/blogs/guest-blogs/industry-word/6-easy-steps-simple-practical-business-plan> and <http://www.sba.gov/community/blogs/guest-blogs/industry-word/bare-bones-business-plan-any-business> .
2. Visit <http://www.sba.gov/tools/sba-learning-center> and summarize the **types of assistance** available to you as a new entrepreneur.
3. Explain **where your business will be located**. Use <http://www.sba.gov/content/tips-choosing-business-location> as a guide and summarize how and why you chose your business location.
4. Assume you’ll need some **extra cash** to get started. Use <http://www.sba.gov/category/navigation-structure/loans-grants/small-business-loans/sba-loan-programs> to provide details on how to find and acquire this money.
5. Does your business require you to pay **taxes**? Visit <http://www.irs.gov/Businesses/Small-Businesses-&-Self-Employed/Small-Business-and-Self-Employed-Tax-Center-1> and summarize what kind of taxes, if any, that you would have to pay.
6. What kind of **business structure** do you have? Sole proprietorship? Partnership? LLC? Coop? Why did you choose this structure? What advantages does it have? What disadvantages does it have?
7. What **federal and state forms** do you need to file? Visit <http://www.sba.gov/content/business-structure-and-tax-implications> to find out.
8. Summarize how you’ll **register your business**. Visit <http://www.sba.gov/content/register-your-fictitious-or-doing-business-dba-name> for details.
9. Do you need a **tax identification number**? If so, how do you get one? Visit <http://www.sba.gov/content/obtain-your-federal-business-tax-id-ein> .
10. What are your obligations in regards to **state taxes and state business law**? Visit <http://www.sba.gov/content/learn-about-your-state-and-local-tax-obligations> to find out.
11. What **permits** will you need to run your business? Visit <http://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business/obtain-business-licenses-> .
12. Do you need **employees**? Will you eventually need them? If you have to hire an employee (assume at some point that you will), what do you need to do to be legal? Visit <http://www.sba.gov/content/10-steps-hiring-your-first-employee> to find out.

**Remember – details are VERY important when starting a business. Do not skimp on your preparation – missing one key detail when starting a business could cost you a major fine, interrupt your business, cause your business to fail, or even cause you to go to jail! If you miss a detail that would cause your business to fail in real life, it may cause you to fail this project in class. Don’t be afraid to have your work checked periodically by your instructor as you work – that’s what they’re paid for! Ask your instructor to review your work as you go to ensure you’re covering all necessary items.**

## **How will this be graded?**

This assignment is graded using a + ✓- scale. While many factors are considered when assigning a grade, use the descriptors for each grade below to determine how to get the grade you want:

* + (100%) – this is a *legitimate* business plan. More so than anything, it seems like this plan would work. The authors have analyzed every important consideration of this potential business and have addressed it in a reasonable and logical manner. Their work is free of spelling and grammar errors and their work is easy to read and understand. It is obvious the authors put in a lot of time and effort relevant to their abilities and relevant to the expectations of a student near the point of graduation.
* ✓(80%) – this is acceptable work for a high school student. Every consideration was addressed and their work is relatively easy to read and understand. However, there are some clear omissions or misinterpretations of reality and the students’ plan would probably result in some serious unanticipated problems. The authors put in effort but a little more effort probably would have helped them to avoid these problems. The authors probably should have worked more closely with their instructor before submitting this assignment to catch these errors before receiving their grade.
* - (60%) – this is the bare minimum that could be accepted for a grade. Problems could include a) major omissions (i.e. entire questions were missed or not fully addressed); b) serious spelling or grammar errors (this student should have had someone else peer review it before submitting it); c) an unrealistic view of reality (what the student wrote is in no way reflective of how the world actually works; as such this business would almost certainly fail); d) this just simply does not resemble what should be produced in the amount of time given due to its lack of length, lack of effort, lack of professionalism, or all of the above.
* Redo – the work that has been submitted is not acceptable for grading. A score of “0” and “Late” will be assigned until this project has been re-done to meet expectations. The score will be lowered by a grade once received to reflect the fact it was submitted late.