



Artiliënt Start-up Checklist

These are some of the things that we recommend that any start-up company consider before or during the start-up phase of their business. This checklist can also be used by mature businesses to ensure that they are maximizing their potential and are covering all bases.

The contents of this list might change without notice. If you have any questions about the contents of this list or would like to discuss anything, please contact an Artiliënt consultant at: contact@Artiliënt.com. More information about Artiliënt can be found at: www.Artiliënt.com

General

1. Legal Company Name
2. DBA
3. Legal Address
4. EIN
5. DUNS
6. Legal Business Form (C Corp, S Corp, LLP, LLC, etc.)
7. List of all Business Licenses
8. Organization Chart with names and titles
 1. Roles and Responsibilities
9. Company Mission Statement:
 1. Who we are
 2. What we do
 3. Why we do it
 4. Why now
 5. Who is our customer
 6. Who are our competitors
 7. What is our competitive advantage
 8. Why us
10. Office Space
11. Furniture Lease
12. Telephone systems
13. Corporate Identity
 1. Logo
 2. Stationery
 3. Business Cards
 4. Brochures/ Catalogs

Financial Strategy

1. Determine start-up capital
2. Monthly budget and use of capital
3. If raising capital, determine use of proceeds
4. Financial forecasts
5. Establish line of credit

Up to 5% of our income is donated to the Ronald McDonald House (<http://www.pasadenarmh.org>).



6. AR strategy
7. Quarterly Estimated Tax schedule

Agreements

1. Business Partnership agreements
2. Independent Contractor Agreements
3. NDA
4. Non-Compete
5. Non-Circumvent
6. Finder's Fees
7. Employment Contracts

Company Processes

1. Define internal processes
2. Define external processes
 1. Customer
 2. Vendors
 3. Suppliers
 4. Contractor
3. Document Management
 1. Google Docs
 2. Sharepoint
4. Accounting System
5. Calendars
6. Timesheets
7. Profit Sharing
8. Employee Evaluation
9. Business Development
 1. CRM
 2. Lead Tracking and management
 3. Sales forecasts
 4. Trade shows
10. Benefits packages
 1. Health
 2. Dental
 3. Life
 4. 401(K)
 5. SEP

Models

1. Business Model
2. Revenue Model
3. Operational Model
4. Pricing Models

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Corporate Governance

1. Board of Directors
2. List of Officers
3. Shareholder meeting schedule
4. Board of Advisors
5. Allocation of shares
6. Decision on state to incorporate
7. Agent of corporation

Documentation

1. Business Plan
2. Marketing Plan
3. Operational Plan/ Project Plan
4. Operational Roadmap
5. Use of Proceeds

Marketing

1. Marketing materials
2. Website
3. Marketing Plan

Information Technology

1. Website development
2. Website Hosting
3. Email servers
4. Email IDs
5. Blog management
6. Website administration
7. Search Engine Optimization
8. Blackberrys
9. Network Access Management

Service and Product

1. Define product or Service
2. Define competitive advantage
3. Define market size
4. Define enhancement schedule

Professional alliances

1. CPA
2. Legal counsel
 1. Labor
 2. Corporate
3. Banker
4. PR agent

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225 South Lake Avenue, Suite 300, Pasadena, CA 91101

Web: www.Artilient.com. E-mail: info@Artilient.com

Fax: 866.511.5631. Tel: 626.381.9759



5. Insurance broker
6. Chamber of Commerce
7. LinkedIn
8. Craigslist
9. Facebook
10. Consultant
 1. Artilient
11. Recruiters

Permits and Licenses

1. City Business License (Check with your city Hall)

Insurances

1. EPLI
2. Professional Liability
3. E&O
4. Fiduciary
5. IP

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