



START-UP CHECKLIST

A. Developing the idea into a concept

| <u>how to?</u> | <u>questions in detail</u> | <u>resources / links (examples)</u> | <u>done</u> |
|----------------------------|--|---|-------------|
| preliminary considerations | <ul style="list-style-type: none"> personal idea/sector personal skills, competences (qualification) and environment | <ul style="list-style-type: none"> uwd.de Unternehmenswerkstatt of the CCIs in Germany with Business Model Canvas | |
| research | <ul style="list-style-type: none"> preliminary sector-specific considerations (legal form, licence required, distinction between tradesperson/freelancer ...) | <ul style="list-style-type: none"> existenzgruendungsportal.de gruenderplattform.de | |
| advice from third parties | <ul style="list-style-type: none"> clarification of outstanding questions order of start-up steps and contact persons | | |
| freelancer | <ul style="list-style-type: none"> local funding for business | <ul style="list-style-type: none"> main/secondary occupation tradesperson/freelancer licence required training, concessions on your own/part of a team (legal form) accounting/CR entry insurance, taxes (see basic points below) grants/funding financing | |
| craftsperson | <ul style="list-style-type: none"> local Chamber of Crafts | | |
| tradesperson | <ul style="list-style-type: none"> local Chamber of Commerce and Industry (CCI) | | |
| advice from third parties | <ul style="list-style-type: none"> business insurance private insurance clarification of outstanding tax and legal questions | | |
| | <ul style="list-style-type: none"> insurance companies/brokers tax consultants lawyers | <ul style="list-style-type: none"> business insurance personal insurance tax optimisation (relationship with legal form) | |





START-UP CHECKLIST

B. The concept – the business plan

| <u>how to?</u> | <u>questions in detail</u> | <u>resources / links (examples)</u> | <u>done</u> |
|-------------------------------|---|---|-------------|
| preliminary considerations I | <ul style="list-style-type: none"> addressees <ul style="list-style-type: none"> - start-up founder (team) - third-party financing - start-up grant | <ul style="list-style-type: none"> local webinars/seminars or the like of the Chambers and funding for business gruenderplattform.de | |
| preliminary considerations II | <ul style="list-style-type: none"> drawn up independently drawn up with third parties with funding or free of charge (with AVGS voucher from the employment agency) | <ul style="list-style-type: none"> uwd.de Unternehmenswerkstatt of the CCIs in Germany Business Advice Programme (BPW) in North Rhine-Westphalia databases for advice | |
| draw up plan | text | <ul style="list-style-type: none"> summary (will be written at the end) business idea founder and interest/ background concerning the start-up idea legal form business organisation location market/competition marketing opportunities and risks financing translation into numbers: assumptions and background for planning sales and costs (in particular seasonal trends, etc.) | |





START-UP CHECKLIST

B. The concept – the business plan (continued)

| <u>how to?</u> | <u>questions in detail</u> | <u>resources / links (examples)</u> | <u>done</u> |
|--------------------------|----------------------------|---|-------------|
| draw up plan (continued) | numbers | <ul style="list-style-type: none"> private lifestyle investment/start-up costs financing plan liquidity plan (min. 18 months) profitability plan (3 years) | |

C. Additional functions of the business plan

| <u>how to?</u> | <u>questions in detail</u> | <u>resources / links (examples)</u> | <u>done</u> |
|-------------------------------|--|---|-------------|
| own controlling | | <ul style="list-style-type: none"> countermeasure tool in case of deviation can be presented to house bank for rating purposes | |
| presentation to third parties | <ul style="list-style-type: none"> start-up grant (employment agency) | <ul style="list-style-type: none"> curriculum vitae viability certificate (coded by employment agency) | |
| | <ul style="list-style-type: none"> financing by third party (house/development banks) | <ul style="list-style-type: none"> NRW.Bank microcredit (ICC, first: tax clearance & Schufa) KfW start-up loan (house bank) | |





START-UP CHECKLIST

D. Registration processes and their special features

| <u>How to?</u> | <u>Questions in detail</u> | <u>Resources / links (examples)</u> | <u>Done</u> |
|-------------------------------|--|---|--------------------------|
| to be initiated independently | <ul style="list-style-type: none"> registration of activity <ul style="list-style-type: none"> - tradesperson: generally online with the local trade office - craftsperson: with the Chamber of Crafts - freelancer: tax office | <ul style="list-style-type: none"> service.wirtschaft.nrw Wirtschafts-Service-Portal.NRW for the online business registration | <input type="checkbox"/> |
| <u>legal form specific</u> | <ul style="list-style-type: none"> partnership (GbR, contract/voluntary) share capital company (UG/GmbH, standardised statutes or contract/notary, CR entry) | | <input type="checkbox"/> |
| <u>sector-specific</u> | <ul style="list-style-type: none"> concessions, licences health/hygiene (guidance, instruction, etc.) acceptance by authorities | <ul style="list-style-type: none"> health office public order office building authority | <input type="checkbox"/> |
| | <ul style="list-style-type: none"> medical insurance company (if not already done) | <ul style="list-style-type: none"> medical insurance company of your choice (statutory or private) | <input type="checkbox"/> |
| | <ul style="list-style-type: none"> duty to register with social accident insurance institution within one week (regardless of number of employees, statutory accident insurance) | <ul style="list-style-type: none"> list of social accident insurance institutions: https://www.dguv.de/de/bg-uk-lv/bgen/index.jsp | <input type="checkbox"/> |
| initiated automatically | <ul style="list-style-type: none"> tradesperson: <ul style="list-style-type: none"> - registration of membership with the CCI (mandatory) - inform tax office, then send questionnaire (result: tax number) | <ul style="list-style-type: none"> questionnaire for tax registration, can be filled out at www.elster.de | <input type="checkbox"/> |

