

# Startup Expenses Menu

Pre-Launch and Operational “SURVIVAL YEAR”

Select applicable items from the list below, identify whether the expense will be incurred during the pre-launch or operational phases (or both) then enter an estimated cost for each on the worksheet on page 2 & 3.

- |  |                                       |
|--|---------------------------------------|
| — Accountant/Bookkeeping fees            | — Online Marketing Materials Costs    |
| — Broadband Services and Equipment Cost  | — Phone Deposit, Equipment Costs      |
| — Business Registration/Permit           | — Point of Sale Deposit and Equipment |
| — Business Structure Fees                | — Point of Sale Purchase              |
| — Cost of Inventory                      | — Premises Down Payment or Deposit    |
| — Domain Name Fees                       | — Premises Repair and Remodeling      |
| — Ecommerce and Online Sales Setup       | — Prototyping                         |
| — Equipment Lease                        | — Research & Development              |
| — Franchise Fees                         | — Salary & Wages                      |
| — Health Insurance                       | — Security Service Deposit and Fees   |
| — Legal Fees                             | — Shipping Costs                      |
| — Local and State Fees and Permits       | — Signage                             |
| — Locks, Security Equipment Purchase     | — Stationary and Marketing Collateral |
| — Manufacturing Equipment Deposit/Fees   | — Storage Costs                       |
| — Manufacturing Equipment Lease/Purchase | — Taxes                               |
| — Monthly Loan Repayments and Fees       | — Uniforms                            |
| — Monthly Premises Lease Payments        | — Vehicle Lease                       |
| — Monthly Security Fees                  | — Vehicle Purchase                    |
| — Monthly Telephone Bills                | — Web Hosting Fees                    |
| — Monthly Utility Bills                  | — Website Setup Costs                 |
| — Office Equipment Purchase              | — Your Salary                         |

# Startup Costs Worksheet

Pre-Launch and Operational "SURVIVAL YEAR"

PRE-LAUNCH EXPENSES	INITIAL/ONE-TIME
ITEM	AMOUNT
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL PRE-LAUNCH EXPENSES	\$

OPERATING EXPENSES — Survival Year	MONTHLY
MONTH-TO-MONTH	AMOUNT
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL PROJECTED OPERATING EXPENSES	\$

# Startup Costs Worksheet

Pre-Launch and Operational "SURVIVAL YEAR"

INITIAL ESTIMATED CAPITAL/FINANCING NEEDED TO LAUNCH BUSINESS	
	Amount
	\$
Total	\$

\*Please note estimates for cost of goods sold and working capital will be completed in workshop 2.

SOURCES OF CAPITAL	Equity/Loans
Select between one (1) to three (3) sources of financing options to pursue initially	Amount
1.	\$
2.	\$
3.	\$
	\$
Total	\$