

The Catalyst Center for
Business and Entrepreneurship

BUSINESS STARTUP GUIDE



What is your Vision and Niche?

Conduct some market research and a competitive analysis.

Write your business plan and attend **The Catalyst's Engage in Entrepreneurship** to learn how.



Determine start up costs and create a financial projection.

Determine how you will fund start up costs.



Determine your legal structure.

Register your business and business name in your state:
<https://www.sos.alabama.gov/business-services>

Obtain your Employer Identification Number (EIN):
<https://www.irs.gov/>

Obtain business licenses in your state, city, and/or county:
<https://myalabamataxes.alabama.gov/>

<https://www.madisoncountyal.gov/departments/license-department/business>

<https://www.huntsvilleal.gov/business/licensing-permits/business-licenses/>

Learn more about legal and taxes in **The Catalyst's IGNITE** class.

Open a business bank account and set up an accounting system. Take **The Catalyst's Accounting** series course to learn more.



Create your marketing plan and start selling! Take **The Catalyst's Marketing** series course to learn strategies to grow!