



How to Start a Business in Idaho

1. Meet with an SBDC Consultant or go to our website: IdahoSBDC.org
2. Develop, explore, and research your value proposition or sustainable competitive advantage. strategyzer.com/canvas/value-proposition-canvas
3. Crunch the numbers. Does this idea, business, model or invention have enough profit potential to work? Can you afford any necessary Intellectual Property Protection? Are needed resources available?
4. Put together your plan. Research market potential and costs. Does buying a profitable business make more sense?
5. Learn everything you can about the industry, regulations, and competition.
6. Develop your pitch for raising capital and marketing.
entrepreneurship.org/video/crafting-your-wow-statement
7. Test your product and/or services with potential customers. Determine if they will really pay what you need to charge.
8. Crunch the numbers again. Are your projections feasible? Review them with your SBDC Consultant.
9. Make your business legitimate. See our Resource Guide: *Ten to Make Your Business Legitimate in Idaho*.
10. Obtain needed Resources, Locate, Launch, and Market.

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