

## WORKSHEET 2:

# START-UP COSTS

Start-up costs are those expenses that you will incur before your business opens. They vary according to the type of business, but this worksheet will help you begin the process of assessing your financial needs so that your venture is not undercapitalized at the outset.

**Land** \$ \_\_\_\_\_

**Building** (Facility/location expense and/or Deposit, office or building lease) \$ \_\_\_\_\_

**Renovations** (Decorating/remodeling/build-out) \$ \_\_\_\_\_  
(Changes in facility required for business operation)

### Furniture/fixtures

Cost of Furniture/fixtures \$ \_\_\_\_\_

Installation of furniture/fixtures \$ \_\_\_\_\_

**Total Furniture/fixtures** \$ \_\_\_\_\_

### Equipment

 (Production, office machines, security, etc.)

Cost of Equipment \$ \_\_\_\_\_

Installation of Equipment \$ \_\_\_\_\_

**Total Equipment Expense** \$ \_\_\_\_\_

**Initial inventory** (Stock, supplies for manufacturing) \$ \_\_\_\_\_

### Advertising and promotion

 (Business cards, stationery, brochures, grand opening)

Advertising Expense \$ \_\_\_\_\_

Signs (Vehicle, interior and exterior for facility) \$ \_\_\_\_\_

**Total Advertising and promotion** \$ \_\_\_\_\_

### Organizational Expense:

Licenses, permits and fees \$ \_\_\_\_\_

Legal/professional services \$ \_\_\_\_\_

Training/Certification \$ \_\_\_\_\_

Franchise Fees \$ \_\_\_\_\_

**Total Organization Expense** \$ \_\_\_\_\_

### Miscellaneous Start-up Expense:

Utilities/Telephone (Installation and deposits) \$ \_\_\_\_\_

Websites/ISP Account \$ \_\_\_\_\_

Office Supplies \$ \_\_\_\_\_

Insurance \$ \_\_\_\_\_

**Total Miscellaneous Start-up Expense** \$ \_\_\_\_\_

**Working capital** \$ \_\_\_\_\_

(Cash reserve for early months of business before sales are sufficient to pay bills)

**Other** \_\_\_\_\_ \$ \_\_\_\_\_

**Total Start-up Costs** \$ \_\_\_\_\_