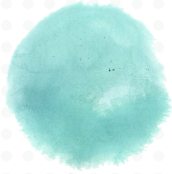


# NEW BUSINESS

# evaluation

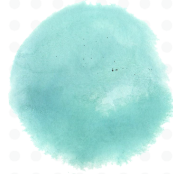
BY ARIANA DAGAN

Check each item below that you have completed that applies to your business. Afterwards, record the number in each category **NOT** completed to prioritize the areas you need to focus on (**NOTE:** Ignore non-applicable items during counting).



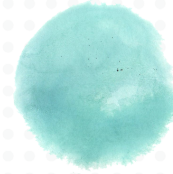
## AUDIENCE

- Define Audience
- Where to find audience
- Audience Income



## BRANDING

- Name
- Logo
- Brand Colors & elements
- Digital Marketing Collateral
- Print Marketing Collateral



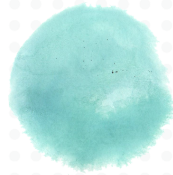
## LOCATION

- Website
- Brick and Mortar
- E-Commerce
- Blog
- Media (Podcast/YouTube)
- Social Media Accounts



## OFFERINGS

- Products or Services Created
- How they connect to audience
- Price ranges
- Product/Service Expansion



## LEGALITIES

- Register Name
- Define Legal Structure
- Apply for Permits/Licenses
- Insurance



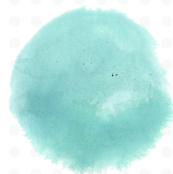
## FINANCES

- Bank Account
- Investment Required
- Startup Cash
- Monthly Cash Flow
- Monthly Goals



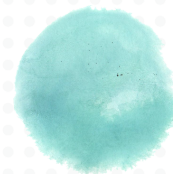
## PLANNING

- Business Plan Roadmap
- Business Goals
- Business Growth
- Editorial Calendar



## COMPETITORS

- Market Analysis
- Define competitors
- Competitors position
- Competitors Price Range



## ADDITIONAL

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_