



# Start-up Orientation

North Metro Small Business Development Center  
(SBDC)

Presented by:

Jesse Esparza-SBDC Certified Counselor



## About the Presenter

*Jesse Esparza- SBDC Certified Counselor*

*E-mail: [Jesse.Esparza@frontrange.edu](mailto:Jesse.Esparza@frontrange.edu)*

*Cell # 720-837-0416*

*North Metro Small Business  
Development Center*

*<http://www.northmetrosbdc.com>*

*Office phone: 303.460.1032*



- Services offered by the SBDC
- Free
- One on One Counseling
- Training and Education
- Resources
- Contacts
- Financial Assistance Support



## Mission Statement

✧ To help businesses start, grow, and prosper.

# What We' ll Cover

## The Major Start-Up Components

### Legal Components

- Business entity, registrations, insurance licenses etc.

### Branding

- Values
- Marketing
- Market Research
- Target market, secondary research, primary research

### Organizational Structure

- Record keeping, data collection, management, system, etc.

### Taxes

- Federal, State, City and special taxes

# Are You Ready?

## U.S. Small Business Profile



93.1%

have annual revenues of less than \$250,000



57.1%

have revenues of less than \$25,000



**51.6%**  
business are home-based

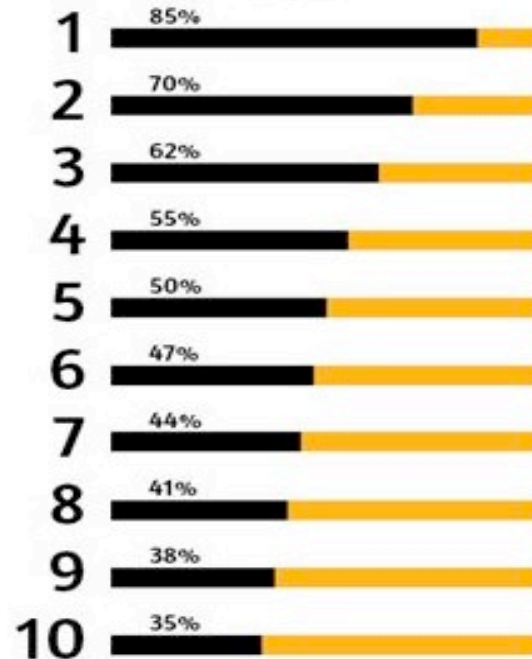


**62.9%**  
of home-based businesses have no employees

## Success Rates

### Years 1 Through 10

Businesses that make it past the hurdles of the first few years have a much greater chance of long-term success.





# LEGAL STRUCTURES



# Legal Structures

- ❑ **Sole Proprietorship**
- ❑ **General Partnership**
- ❑ **Limited Partnership**
- ❑ **Corporation**
  - ✧ **S-Corporation**
  - ✧ **C-Corporation**



# Sole Proprietorship

**Single Owner**

**Owner can't receive wages**

**Taxes Liability is on The Individual**

**Can Register as “Doing Business As”**

**Must be registered if DBA**

## Pros

- Inexpensive
- Anyone can do it
- No Registration needed  
but recommended
- Pass through Taxation

## Cons

- Inseparable From Owner
- Unlimited Liability
- Business Dissolves Upon  
change of owner

# General Partnership

Two or more sole proprietors

Owner can't receive wages

Taxes Liability is on The Individuals

Must register if a DBA

Agreements strongly Recommended

## Pros

- Inexpensive
- Brings more capital to business
- No Registration needed but recommended

## Cons

- Inseparable from owner
- Unlimited Liability
- Liable for Partners' acts
- Dissolves upon change



# Limited Liability Companies

**Owner can't receive wages**

**Taxes Liability is on The Individual**

**Must be registered**

**Must separate personal assets from business**

- Single or multiple Owners
- Can be treated as a Limited Partnership if two or more members
- Separate Legal Entity
- Owners called Members
- Need Articles of Organization
- Must follow Colorado statutes

## Pros

- Liability Protection
- Unlimited number of owners
- Members are protected
- Can be treated as a corporation

## Cons

- Can be costly to form
- Tax treatment is not uniform across state lines
- Usually taxed as a Sole member. but can be taxed as a Corp

# Corporations

- Single or multiple Owner
- Separate legal entity that exists separately from the people who create it
- Run by a Board of Directors who are elected by the shareholders & hire officers to manage operations
- Must adopt bylaws
- Must file articles of incorporation
- Must set up procedures for annual shareholder meetings

# Corporations

- Owners/officers can be employees. Must be paid reasonable wages subject to payroll taxes.
- Maintain corporate records
- Complete separation of personal and business finances
- Must pay taxes on income as a separate legal entity
- Shareholder taxes are distributed as part of individual shareholder income
- Corporate veil can be pierced

# S Corporation

- S Corporation is not a separate form of legal entity it is a special tax status granted by the IRS to corporations to tax the business income like a partnership or a sole proprietorship( pass through tax).
- Obtain S Corporation status by filing with the IRS form 2553 "election by a small business Corporation"
- Must file within 75 days of incorporating to the IRS..
- Profits pass through to individual shareholders and taxed at their individual tax rate
- Should consider establishing through an attorney or accountant

# S Corporation

## Pros

- Has all the general advantages of regular corporations
- It does not pay corporate income taxes
- It divides expenses and income among its shareholders
- Individual shareholders report profits and losses on their personal income tax returns ( Schedule C)
- It has Liability Protection
- Can raise capital through sale of stock

## Cons

- It must be a domestic corporation, restrictions to international trade and sales
- May only have one class of stock issued and outstanding
- It has guidelines on the earnings
- It has guidelines on passive income earning such as royalties and rents dividends and annuities
- Can be costly to form
- Liability protection can be lost



# Legal Business Entities

## #1 Priority: Determine What Legal Structure

- Who will be the owners?
- Who has ultimate control?
- How will the business be managed?
- How will the business derive its revenue?
- What tax issues should be anticipated?
- What assets will the business hold?
- What type of debt and equity financing is anticipated?
- What areas of potential liability pose the greatest risk?



# Where to Register

## #1 Secretary of State

Business Entity

Trade Name

<http://www.sos.state.co.us/>



**MyBizColorado**

Start your **new** business

MyBizColorado is the fastest way to register and manage a business. This is the official filing tool for the State of Colorado

## #2 IRS

All forms of business Sole Prop. W/  
no employees must obtain a FEIN  
(Federal Employer Identification  
Number - tax ID#

<http://www.irs.gov/>



## #3 Department of Revenue

- Sales Tax CR0100
- <http://www.colorado.gov>

## # 4 Register with

<https://www.fincen.gov>



## #5 Your City Business Office

**City of Westminster**

<https://www.westminsterco.gov>

## #6 Separate Bank Account

## #7 Business Insurance

## #8 Action Plan





# Insurance Protection

<http://businessinsure.about.com/>

- ❑ **General Business Liability-** Protection against losses when injury, damage or even death results to another person or your property because of business negligence.
- ❑ **Product Liability Insurance-** Related to the product itself and/or the goods you produce. Protection as a manufacturer, should someone experience personal injury or property damage from the use of your product.
- ❑ **Completed Operation Insurance-** If you are a contractor, you can become insured for events that may occur after you leave the job site. Coverage can include personal injuries or damage to someone's property.

# Branding

- ❑ Branding is the communication of an organization's values as expressed through you about the values of your products, or services you sell.
- ❑ It is the communication of the characteristics, that clarify what this particular brand can do for your potential customers.

# Branding

## Values

- Identify the values that will represent your business
- Establish your mission that reflects who you are, what you do and what valuable services & products you provide
- Establish goals that are focused on your clients needs or wants



# Marketing

## Market Research

- ❑ It is about **KEEPING IN TOUCH** with the market environment.
- ❑ Target the right customer



**Information is a Source of  
Competitive Advantage**



# Marketing

## Find Your Target Market

### Competitive Advantage

#### ■ Secondary Research

✧ [U.S.Census](#)

✧ [City of Westminster](#)

✧ [City of Brighton](#)

#### ■ Primary Research



# Marketing

Marketing is the essential tool for the success of your business. What you do, how and what you communicate matters to others and will determine who takes interest to your service & products and then tell friends about your product or service.

## Marketing

- Marketing Research

- Secondary Research
- Primary Research

- Target

- Competitive Advantage



# Marketing

## Marketing

- What Value-added Service will you provide?
- What does your competition provide?
- Ask Customers What They Want
- Shop the competition
- Analyze the Competition' s marketing

# Organizational Structures



Record keep:

Data collecti

Management

System Analysis

# Organizational Structures

## Record Keeping/Data Collection

- Performance - measures profitability, growth, and changes in the business
- Decision making
- Reporting purposes

## Filing System

- Organizing your data
- Online vs hard copy systems
- Provides proof in case of a non-expected occurrence

# Organizational Structures

## Management

### Planning and Setting-up the business

- Raising financing for the business
- Planning the financial affairs
- Managing the assets of the business
- Employees

### Monitoring and Controlling Operations

- Record Keeping
- Product/Services cost control
- Analyzing Financial Status
- Working with your team

# Organizational Structures

## System Analysis

- Simple to Use
- Easy to Understand
- Can track needed information( especially for taxes)
- Reliable
- Accurate
- Consistent
- Provides timely information about the business.



# Organizational Structures

## Financial Statements

- ❑ Balance Sheet - a snapshot of your business at a specific point in time. Shows business assets, liabilities, and owner's equity.
- ❑ Income Statement - a moving picture of your business over a certain period of time. Compares revenues and expenses.
- ❑ Cash Flow Statement - shows the actual movement of money in and out of your business over a certain period of time.

April 15th

Deduct

TAXES

# Business Taxes

ST-1 (2-1-96)  
This form is for June 1997  
This form is due July 21, 1997  
IBT no. 2619-8290

*Please consult with a CPA or An accountant for specific details and professional advise.*



# Sales Tax

- **Sales Tax License** - If you sell, rent, or lease tangible personal property in Colorado. A license is also required to rent accommodations for less than 30 days.
- **Colorado Retailer License** - If sell, rent or lease to the “end user”.
- **Colorado Wholesalers License** - If you sell to re-sellers or if you sell non-taxable items.



# Use Tax

✓ Imposed on the storage, use or consumption, in Colorado, of tangible personal property upon which Colorado sales tax has not been paid.

✓ Basically, if the seller did not collect Colorado sales tax, then the user must pay use tax.



# Property Tax

*Assessed on any real and/or personal property (land, building, furniture, equipment, etc.) which directly or indirectly produce income within your business.*

# Internet & Taxes

## Essential Tax Information

### Internet Sales

- If service providers sell tangible personal property to customers in Colorado then sales tax should be charged on those items
- The sale of goods through the Internet is treated the same as the sale of tangible personal property to traditional selling methods for the state of Colorado

### Sellers on the Internet

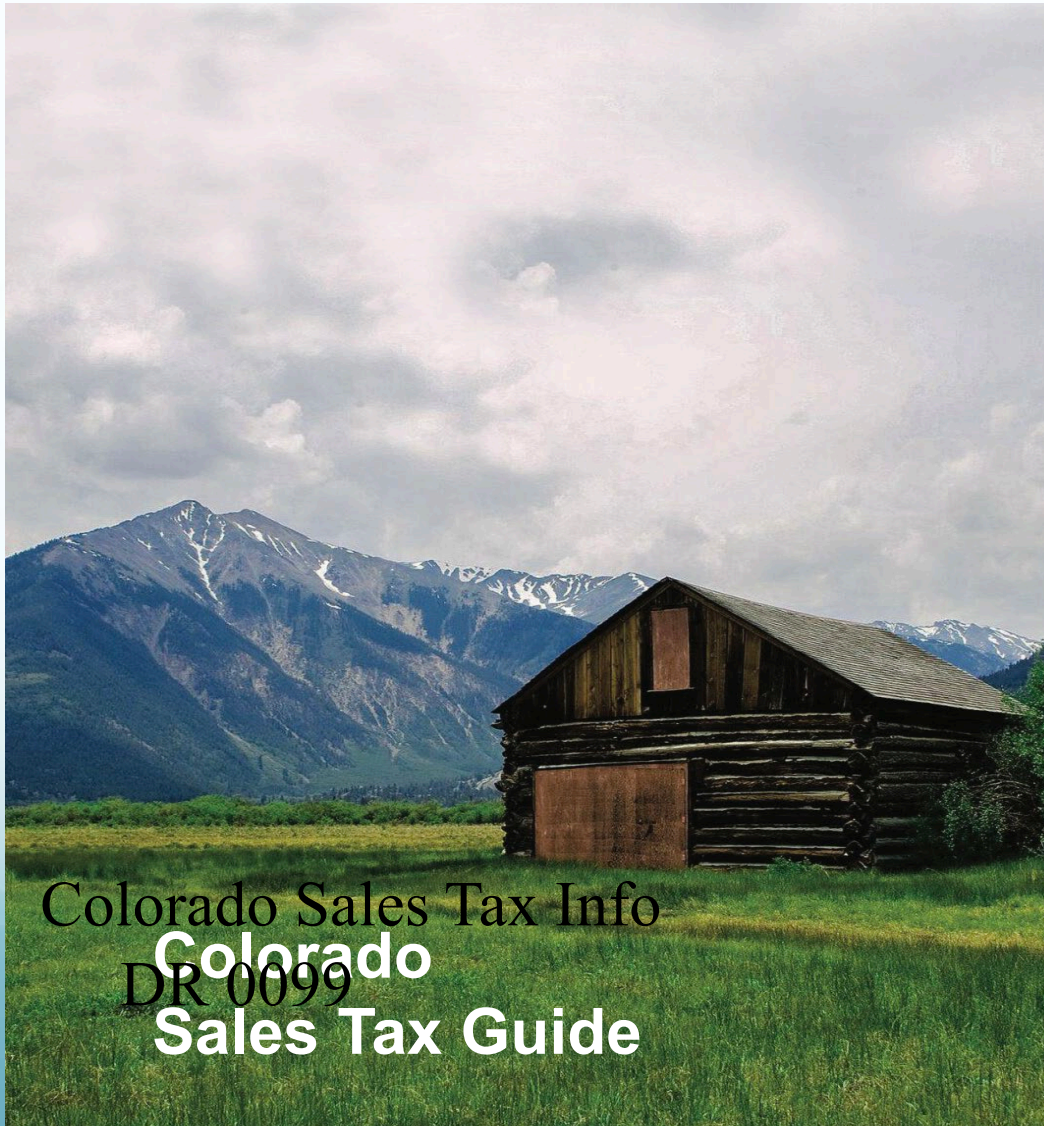
- A website that sells tangible property personal property collects taxes in the same manner as a mail order business that sends catalogs to customers.

# Income Tax

- ❑ Corporations are responsible for filing federal taxes and state tax taxes based on profits They are required to file and pay estimated taxes during the year using estimated tax returns.
- ❑ If you expect to owe the IRS and/or the state of Colorado individual (LLCs) or corporate(S or C corp.) federal and state taxes, you must make estimated federal and state tax payments quarterly.



# Business Taxes



Colorado Sales Tax Info  
DR 0099  
Colorado  
Sales Tax Guide

## State Tax Publications

### Table of Contents

<i>Part 1: Retail Sales</i> .....	2
<i>Part 2: Taxable Sales</i> .....	5
<i>Part 3: Calculation of Tax</i> .....	9
<i>Part 4: Retailers Who Must Collect Tax</i> . . .	11
<i>Part 5: Sales Tax Licensing</i> .....	14
<i>Part 6: Sales Tax Collection</i> .....	17
<i>Part 7: Filing and Remittance</i> .....	20
<i>Part 8: Local Sales Taxes</i> .....	24
<i>Part 9: Recordkeeping Requirements</i> .....	27
<i>Part 10: Refunds and Assessments</i> .....	29
<i>Part 11: Buying or Selling a Retail Business</i>	31



# Business Tax Deductions

## IRS Business Taxes

### **Deducting Business Expenses**

<https://www.irs.gov/businesses/small-businesses-self-employed/deducting-business-expenses>

### **IRS Home Office Deductions**

<https://www.irs.gov/businesses/small-businesses-self-employed/home-office-deduction>



# Business Plans

# Pro Forma Business Plan



# Elements of a Business Plan (Pro Forma)

- Executive Summary
- Business History
- Mission Statement
- Goals and Objectives
- Industry Analysis
- Competitive Analysis
- Product or Service
- Market Assessment (Customer Analysis)
- Marketing (Price, Place, and Promotion)
- Management
- Financial Data( 3-5 year projections)
- Appendices

# Business One Year Plan

Start Up Costs

Brand

Goals

Activities

Sales Forecast





# Business Action Plan



Action to  
Accomplish goals

# Why Businesses Fail

- Insufficient Capital
- Poor Business Planning
- Poor Business Performance
- Lack of Management Expertise or Guidance
- Inadequate Cost Controls or Accounting Systems
- Inadequate Identification of Competition



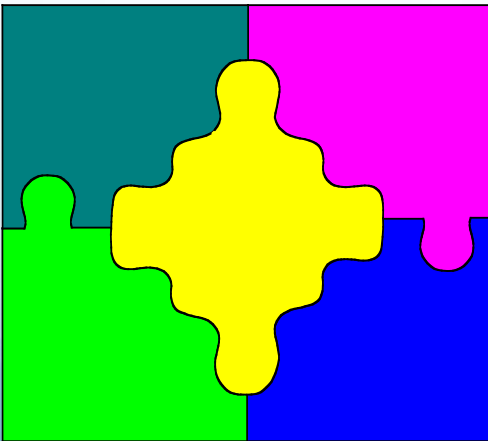


# Lower Risks

- Get experience
- Plan ahead
- Enlist support
- Get help...**SBDC**
- Be prepared to work
- Base decisions on facts
- Leverage your strengths

# Sources of Assistance

## Small Business Development Centers Network



- Supporting Small Business
  - One-on-one Counseling
  - Business Plan Development
  - Seminars
  - Workshops
  - Templates for business
- Business Assistance Centers
- <http://www.coloradosbdc.org/>
- [www.sba.gov](http://www.sba.gov)

# Next Steps

## Attend a One-on-One Session

### Connections to City Resources

- Additional Resources
- Business Plan Development
- Financial Templates
- Additional Seminars schedules
- Taxes information & additional tax resources
- Borrowing \$ support
- Organizational Strategies
- Marketing Strategies
- Marketing Research sites
- Financial Strategies

[North Metro SBDC](#)

**Website analysis**

**Workshops**



