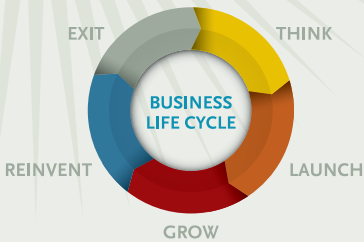


# Where is your business?



Whether you're just thinking of a business idea, launching a new business, going to the next level with an existing business, reinventing to stay competitive or thinking of selling your business, the Alaska SBDC can help you along your journey. These cards will help guide you through your long term relationship with your business Advisor and make sure your business stays on track by using the tools and expertise we have available.

## HOW IT WORKS:

Our advising, workshops and online tools have been organized into a clear path towards success for every business owner. Work with the SBDC to identify where you are in the business life cycle and then choose the card that corresponds with your business stage. Bring it to each advising session and workshop and use them to check off what you have already done then plan your next steps with the AKSBDC. Once you have completed every item on your business life cycle card, turn it in for \$10 off your next class!

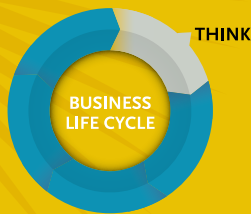
*Learn more at [aksbdc.org](http://aksbdc.org)*



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# THINK



## Investigate the potential of your idea.

Starting your own business is a huge step, or more accurately, a series of small steps. The Alaska SBDC will assist you in organizing these steps and your vision into a viable business plan. We have the resources and expertise to help you to realize your dream.

*Use the checklist on the back of this card to keep you moving forward and to ensure you get the most out of our workshops, tools and your relationship with your Advisor. Follow the QR code below for a quick video about starting a business.*



READY TO TAKE THE FIRST STEP TOWARDS  
STARTING YOUR BUSINESS?

GET STARTED



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# THINK

## CHECKLIST

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- 1 Attend a *Starting a Business Workshop*
- 2 Complete 20 *Questions to Answer Before Starting a Business*
- 3 Watch our *Financial Model Tutorials*
- 4 Meet with an SBDC Business Advisor
- 5 Request an *IBISWorld Industry Report* or *SBDCnet Research Packet* from your Advisor
- 6 Attend a *How to Write a Business Plan Workshop*
- 7 Develop a business plan and financials
- 8 Learn more about hiring your first employee
- 9 Check our tools and apps pages for additional tools

For more information on working with the Alaska SBDC, upcoming workshops and to find a center near you, visit our website [aksbdc.org](http://aksbdc.org)



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# LAUNCH



## Find success in your first year.

As a new business owner you experience new challenges every day and it can be difficult to find the time to plan effectively. Use this checklist to keep you moving in the right direction, and to ensure you get the most out of our workshops, tools and your relationship with your SBDC Advisor.

*Use the checklist on the back of this card to keep you moving forward and to ensure you get the most out of our workshops, tools and your relationship with your Advisor. Follow the QR code below for a quick video about the first year of business.*



LET THE ALASKA SBDC HELP YOU LAUNCH  
YOUR BUSINESS EFFECTIVELY

GET STARTED



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# LAUNCH

## CHECKLIST

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- 1 Meet with an SBDC Business Advisor
- 2 Request a *ProfitCents Industry Data* from your Advisor
- 3 Request an *IBISWorld Industry Report* or *SBDCnet Research Packet* from your Advisor
- 4 Attend a *How to Write a Business Plan Workshop*
- 5 Develop a business plan and financials
- 6 Learn more about hiring your first employee
- 7 Meet with an accountant
- 8 Complete an annual review with your insurance agent
- 9 Check out our workshop schedules for great small business workshops

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# GROW



## Increase your volume and profits.

Business growth can come about through careful planning or from new unforeseen opportunities. No matter the reason, growing your business operations should also grow your bottom line. The Alaska SBDC can help you assess the impact of growth on your company so that you can make decisions that will help you increase profits as you move your business forward.

*Use the checklist on the back of this card to keep you moving forward and to ensure you get the most out of our workshops, tools and your relationship with your Advisor. Follow the QR code below for a quick video about growing your business.*



LET THE ALASKA SBDC HELP YOU GROW  
YOUR BUSINESS EFFECTIVELY.

GET STARTED



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# GROW

## CHECKLIST

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- 1 Meet with an SBDC Business Advisor
- 2 Request an *IBISWorld Industry Report* or *SBDCnet Research Packet* from your Advisor
- 3 Request a *ProfitCents Forecasting Model* based on your businesses financials from your Advisor
- 4 Gather three years of your business's financial statements
- 5 Complete a ratio scorecard with your Advisor
- 6 Revise your business plan and financials
- 7 Complete an annual review with your insurance agent
- 8 Complete an annual review with your accountant

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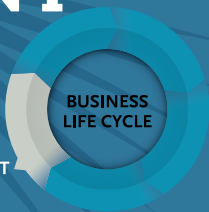


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# REINVENT

REINVENT



## Adjust your business model to stay relevant

One needs to look no further than the newspaper industry today to realize that even the most notable of business models need to reinvent to survive. Successful companies find ways to make change their catalyst for growth. Reinvent your company by understanding your strengths and building a toolkit that will reinvent the way you do business.

*Use the checklist on the back of this card to keep you moving forward and to ensure you get the most out of our workshops, tools and your relationship with your Advisor. Follow the QR code below for a quick video about reinventing your business.*



LET THE ALASKA SBDC HELP YOU ADJUST TO CHANGES IN THE MARKETPLACE.

GET STARTED



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# REINVENT

## CHECKLIST

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- 1 Meet with an SBDC Business Advisor
- 2 Request an *IBISWorld Industry Report* or *SBDCnet Research Packet* from your Advisor
- 3 Request a *ProfitCents Forecasting Model* based on your businesses financials from your Advisor
- 4 Gather three years of your business's financial statements
- 5 Complete a ratio scorecard with your Advisor
- 6 Revise your business plan and financials
- 7 Complete an annual review with your insurance agent
- 8 Complete an annual review with your accountant
- 9 Attend a *Financial Exit Planning Workshop*
- 10 Develop an exit strategy

For more information on working with the Alaska SBDC, upcoming workshops and to find a center near you, visit our website [aksbdc.org](http://aksbdc.org)

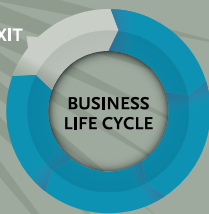


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# EXIT

EXIT



## Prepare to sell, merge or close your business.

No matter what exit strategy you have envisioned for your business, proper planning will help you make the most of the transition and maximize the business's real value. The Alaska SBDC is prepared to assist you in your exit strategy so that you can leave your business on your own terms.

*Use the checklist on the back of this card to keep you moving forward and to ensure you get the most out of our workshops, tools and your relationship with your Advisor. Follow the QR code below for a quick video about exiting your business.*



LET THE ALASKA SBDC HELP YOU EXIT YOUR BUSINESS.

GET STARTED



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# EXIT

## CHECKLIST

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- 1 Meet with an SBDC Business Advisor
- 2 Attend a *Financial Exit Planning Workshop*
- 3 Develop an exit strategy
- 4 Meet with your accountant for a business valuation
- 5 Meet with an attorney
- 6 Gather three years of your business's financial statements
- 7 Complete a ratio scorecard with your Advisor
- 8 Request a *ProfitCents Narrative* and *Financial Snapshot* from your Advisor
- 9 Revise the exit strategy portion of your business plan
- 10 Prepare an inventory list

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