

SAMPLE FORM

**PROJECTED STARTUP
COSTS**

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Projected Startup Costs Form

As you already know, when planning your startup business, you will need to forecast how much money you will need to prepare for your business, actually start the business up, and then operate it for a period of time until it provides enough cash flow to proceed from there.

Obviously, no two businesses are exactly alike, not even if you are starting a franchise business. There can be similar elements, but the total requirement always changes from business to business. That is why there is no hard and fast rule about determining how much money you will need to get started.

However, I can give you some guidelines for your planning process. I have taken the "Projected Startup Cost Form" for our simplest new startup on the website, known as *Scenario No. 1 – Coffee Cart Business*. This is the form we used in discussing the process of starting a stand-alone coffee cart business in an urban setting.

The numbers on the form are all fictitious, because the sample is of a fictitious business, and you may have more, or fewer, elements in your startup cost planning. However, the format is always very similar for any small business you are planning to start.

Because you are constantly "planning," instead of just writing a formal plan, you can constantly modify and update this form as you acquire more information through your ongoing planning. That way you will never be surprised at the amount of money you need get into business.

Use this sample form as an example for creating your own version of the form by setting up the elements to suit your particular business. Fill in the amounts for each of your elements as your planning progresses.

If you have any questions regarding the use of this form, refer to the report on ***Business Startup Costs*** at: <http://www.business-solutions-and-resources.com/business-startup-costs.html>

Sample of Projected Startup Costs Form

You have been gathering information and estimating costs since you first began to write down your thoughts about your business idea. Now it is time to summarize those costs to determine the amount of money you need to have available when you start preparations for your business. These numbers are for example only and will not match the numbers you select for your business.

Scenario No. 1—Coffee Cart Business

Projected Startup Costs

<u>Cost Item</u>	<u>Cost</u>
Equipment	
• Used Coffee Cart with all coffee making equipment	\$7,500
• Refurbishing of coffee machine	1,000
• Weather-proof security cover	750
• Transportation of cart to sales location	150
Sales & Marketing	
• Business cards	20
• Flyers with initial coupons	25
• Printing of additional coupons for later	25
• Ad in local neighborhood newspaper	50
• Any other advertising you can think of	250
Operations	
• Utilities deposit	300
• Rent deposits (if necessary)	500
• Cost of initial purchase of coffee & supplies	1,000
Administration	
• Wages to self (\$500/week x 4 weeks - after starting)	2,000
• Insurance (down payment and 1 st quarter)	750
• Licenses and permits	500
• Loan (credit card) Payments - if applicable (2months @ 250/mo.)	500
• Miscellaneous (those things you forgot)	1,000
•	
Total Amount Required to Start Your Business	16,320

This is a sample of the amount of money you should plan on having available for your coffee cart business before you actually start spending any.

Note: These numbers do not necessarily reflect the actual cost to start up a coffee cart business—they are only to demonstrate the types of costs you need to consider in your pre-venture planning.