

Checklist for Start-Ups

- Think through and formulate your business idea
- Discuss the business idea with a trusted person
- If you want business partners, search for them
- Define goals
- Check and complete necessary knowledge (diplomas, etc.)
- Permission required? Obtaining necessary permits
- Check patents (if necessary call in a patent attorney)
- Possibly book business start-up seminar
- Perform market analysis and observation for the product
- Observe and assess the competition (service of competitors, prices of competitors, marketing of competitors, ...)
- Define opportunities and risks
- Calculate prices
- Plan capital requirements: What costs will arise? Plan income. Plan a contingency reserve
- Calculate private financial requirements
- Create a business plan
- Create a cash flow plan
- Select a memorable company name
- Select memorable brand names
- Find out if the desired names are already registered as trademarks
- Secure company names and brand names as domains
- register trademarks
- Choose location
- Find rooms
- Buy business equipment
- Plan distribution channels if necessary
- Define further organisational structures (such as opening hours etc.)
- Set a time schedule
- Inform yourself about laws that you have to observe (e.g. Working Hours Act, requirements of occupational health and safety, Federal Leave Act, Crafts Code, Data Protection Acts, Tax Acts, ...)

- Clarify requirements of professional associations, chambers etc.
- Research whether membership of associations is mandatory or useful
- Define need for advice and technical support
- If necessary, choose the company form (take the capital requirements into account)
- Draw up articles of association if necessary
- Select fiscal year if necessary (usually calendar year)
- Secure funding and look for funding programmes
- Registration of a trade (not for freelancers) at the trade office
- Possibly entry in the commercial register, for example for GmbH and individual businesses, not for small businesses and GbR
- Open a business account
- Possibly take out professional liability insurance
- Regulate your own health insurance
- If necessary, check compulsory pension insurance
- Check whether further insurance is necessary (product liability insurance, business interruption insurance, business content insurance, etc.)
- Select a lawyer if necessary
- Legal advice, if necessary
- Create / have created AGBs
- Check whether further contracts are necessary (supply contracts, order processing contracts, purchase contracts, ...)
- Select tax consultant
- Questionnaire / registration with the tax office (application for tax number and VAT identification number, use of various options)
- Tax planning (if necessary, by a tax consultant): When are advance payments of turnover tax to be made?
- Tax planning (if necessary, by a tax consultant): When and to what extent are advance payments for income taxes due (income tax, corporate income tax, trade tax)
- Tax planning (if necessary by a tax consultant): When can final payments for income taxes be expected?
- Clarify the risks of bogus self-employment
- Clarify the risks of bogus self-employment of subcontractors
- If necessary, clarify whether the founder(s) must be employed as managing director or is/are subject to social security contributions
- Organization of the bookkeeping

- Buy and set up an accounting program
- If necessary, apply for an EORI number (at the customs office)
- Which data protection rules must be observed?
- Set up a privacy page on the website
- Select data protection officer if necessary
- Create your website, including data protection page, imprint and all legally required information
- If necessary, have company first-aiders identified and trained
- Procedure documentation, if applicable
- Search for suppliers if necessary
- Search for sales partners, if applicable
- Search and hire employees if necessary
- Set up a plan: What should your employees do?
- Registration of the company with the relevant trade association
- Employees: Employment contracts, personnel questionnaire, confidentiality declaration
- Corporate Identity: design the external appearance (logo, stationery, advertising material, ...)
- Plan marketing strategy
- Acquire customers
- Check whether you need a money laundering officer (depending on the number of employees)
- Make sure that you comply with all regulations concerning the various minimum wages
- Check whether you need a security officer (depending on the number of employees)
- If you have a large number of employees immediately, you may also need an Equal Opportunities Officer, a Representative for the Disabled, a Sabotage Protection Officer, an Explosives Officer, a Chief Officer, etc.
- Set up quality management
- Set up controlling
- Review: What needs to be changed?

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