

Business Launch Checklist

Financing Edition: Set your side hustle or small biz up for success



Talk to a Heritage Banker about how a Home Equity Line of Credit (HELOC) can support your small business dream.

Visit ourheritage.bank or stop by your local branch.



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Category	Checklist Item	Completed?	Notes
Business Planning			
	Define your business goals and structure	<input type="checkbox"/>	LLC, sole proprietorship, etc.
	Write a business plan (including cost estimates)	<input type="checkbox"/>	Required for most lenders
	Research local licensing and permits	<input type="checkbox"/>	City/state business requirements
Startup Costs			
	Estimate equipment & supply costs	<input type="checkbox"/>	Computers, tools, inventory
	Identify location and rent costs (if applicable)	<input type="checkbox"/>	Retail, office, or home-based?
	Plan for branding and marketing expenses	<input type="checkbox"/>	Website, logo, ads
Financial Setup			
	Open a business bank account	<input type="checkbox"/>	Keep personal and business separate
	Apply for an EIN (Employer ID Number)	<input type="checkbox"/>	IRS.gov – needed for most accounts
	Set up accounting software or system	<input type="checkbox"/>	QuickBooks, spreadsheets, etc.
Funding Sources			
	Calculate how much capital you need	<input type="checkbox"/>	Include 3–6 months of operating costs
	Explore a Home Equity Line of Credit (HELOC)	<input type="checkbox"/>	Tap into home equity for startup use
	Research grants, SBA loans, and local support programs	<input type="checkbox"/>	Especially helpful for new founders
	Review personal savings or other income options	<input type="checkbox"/>	Can you bootstrap to start?
Contingency Planning			
	Build a cushion for slow months or emergencies	<input type="checkbox"/>	Recommended: 10–20% of startup costs
	Review your personal credit and debt situation	<input type="checkbox"/>	It may affect financing approval