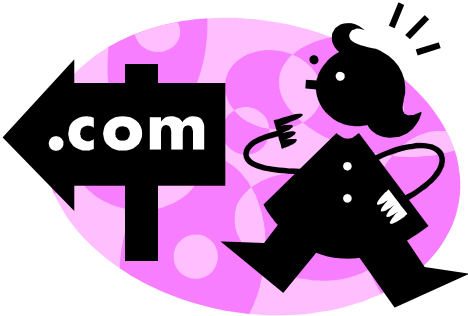
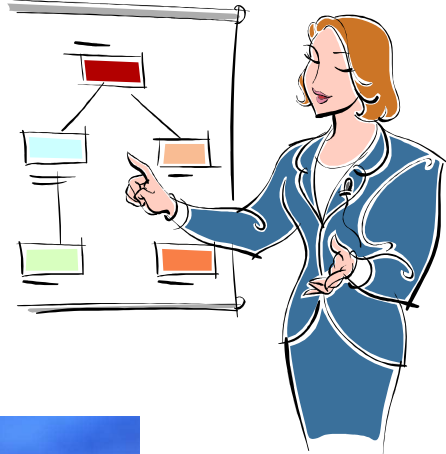


Business Startup Guide



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Contents

About this guide3

A. Picking and protecting your name 4

B. Ownership8

C. Choosing your business entity structure.....9

D. Registering your business entity..... 10

E. Finance and Accounting 12

F. Taxes 13

G. Insurance 14

Conclusion 15

Appendix A. How to contact the Secretary of State for your state 16

Appendix B. Additional Resources 17

About this guide

This guide helps meal prep entrepreneurs get their business off the ground from a naming, ownership, legal registration, and accounting standpoint. It is divided into the following chapters:

A. Picking and protecting your name

We discuss what makes for a good name, how to register an internet domain name, and how to file for a trademark for your name.

B. Ownership

We review the tradeoffs of having investors or give loans versus having equity investors, what ownership structures have been the most stable, and some pitfalls to watch out for.

C. Choosing your business entity structure

We describe the various types of business entities and present the tradeoffs of running your business as a sole proprietorship, a partnership, a corporation (S or C), or an LLC.

D. Registering your business entity

We provide step-by-step processes for registering various types of US business entities.

E. Finance and accounting

We discuss what is included on a food label and how to understand the information. We provide key web sites to find additional information on food claims

F. Taxes

We describe basic information pertaining to how to calculate nutritional information and what to consider.

G. Insurance

We describe what to buy, where to buy it, and how much it should cost.

Appendices and added materials

Among other things, these provide samples of the typical forms and processes that you might need to follow to register your business. We also provide references of other resources that can help you.

Because the rules can be quite different in different states and the circumstances of almost every startup are different from a financial investment and ownership standpoint, we have tried to provide the best overview we can in this guide. The guide comes with our consulting time to help you with specific information based on your circumstances. We encourage you to contact us (bert@corp21.com) after you have read through this guide and need more specific information.

Disclaimer

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