



BUSINESS A-TEAM CHECKLIST

Innovation, new ideas, goods, and services drive the well being of civilization. Congratulations on starting, growing or augmenting your business footprint. Before you embark on your business, there are a few key people you will want in your corner. Here are a table and a checklist.

Name	Function	Pro-Tip
Need Fulfillment Humans	A business is built on finding a need, filling the need and collecting the check. The persons actually providing the good, service or software need to be on the A-Team; founders, owners, operators, employees, and contractors of exceptional ability should be part of your team.	Get the right people on your team. Read <i>Good to Great Double-Double</i> and other non-fiction business books to help you on your journey. This includes your board of directors. All must reflect your values.
Board of Directors	A board of directors needs to be part of the organization with a special impact. Each member ideally holds special knowledge, experience and a track record of success.	People who have done are more valued than people who aspire.
Attorney	Formation, registration, and compliance involved in running a business are best done with someone who knows the laws. Disputes between you, a customer, third party, the government or another claimant should always engage an attorney.	Attorneys are personal service providers; ensure you “click” with the right one by talking to at least two. Meet them in person if practical.
Certified Public Accountant	Setting up financials, “books,” filing and paying taxes and working with accounting software, should be under the guidance initially of a CPA; a person licensed to finances and help you at the strategic level.	Have them prepare: Income Statement Balance Sheet Statement of Cash Flows
Book Keeper	This person inputs financial data resolves bank statements and other financial work on the tactical level. They generally do not have to be a CPA.	IRS (federal). state, local government, and company.
Banker	Find a career banker and meet with them early and often. Take them to coffee. Ask them about services businesses in your industry typically require. This is a long term relationship. Unless	The worst time to get to know your banker is when you need a line of credit. Discuss how you can

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	they know you personally they will not waive fees, expedite transactions, release hold times on checks, or facilitate a loan.	improve your creditworthiness; the better your credit, the less expensive loans are because of your risk is lower.
Insurer	An insurer will insulate you from personal risk. You will need general liability coverage as well as other coverage, perhaps errors and omissions, product liability, cyber insurance or other coverage. Meet with your insurance agent.	Understand your policy. Ensure the risk is specifically covered, get it in writing with your agent so coverage will not be denied.
Mentors	People who have wisdom and have done what you are tiring to do are key people in your business.	Mentors, advisory boards (not board of directors) virtual boards or mastermind groups can only help if they have truly successful people in them. A mastermind group or mentor in the same position as you is unlikely to help. Conspicuous shows of wealth are typically not indicia of real success.
Investors	Meet early and often with your investors; disclosure of any issues that may affect valuation are not only trust-building but are required by law.	Don't take just any money to start your business; take "smart money" or money from investors who have experience in our industry or target market; those who have been successful and have a network of people they can introduce you to to be successful.

This is informational only and should not be relied on as legal, financial, or any other professional advice. Conduct background checks on your A-team if legally possible. Contact an attorney if you have questions or simply call us up at 503-343-3303 or schedule a meeting here to arrange a flat fee service: <https://calendly.com/martin-medeiros> .

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