



**Start or grow**  
a small business in  
Colorado with  
these 15 steps

OVER  
**40** YEARS  
OF IMPACT

colorado  
**enterprise**  
fund

1888 Sherman Street, Suite 530  
Denver, CO 80203  
p : 303.860.0242 • f : 303.860.0409  
coloradoenterprisefund.org

We want you to **succeed at realizing your dream**—whether it's **starting** a business or **growing** an existing one. Below are 15 things to do to help you get there.

1. **Have a business plan.**

A solid business plan is about more than your revenue goals. This formal statement requires you to identify your target market, analyze the competition, design a marketing plan, create an operations plan, detail a financial plan, and much more. To get help on how to write your business plan, contact the Small Business Development Center (SBDC) or SCORE chapter in your area by visiting [coloradosbdc.org](http://coloradosbdc.org); [www.score.org/](http://www.score.org/)

2. **Choose a business structure.**

Are you a sole proprietorship, LLC, corporation or general partnership? The SBA can help you decide which structure is best for your business. [sba.gov/business-guide](http://sba.gov/business-guide)

3. **Register your business name.**

This four-step process is completed through the Colorado Secretary of State. You'll need to determine your legal structure (LLC is common for small businesses), check the business name availability, file the correct document, and pay for the filing. Start here: [sos.state.co.us](http://sos.state.co.us)

4. **Obtain a tax ID number.**

The IRS lets you answer questions online to get an Employer Identification Number (EIN) immediately. Visit: [irs.gov/businesses/small-businesses-self-employed/starting-a-business](http://irs.gov/businesses/small-businesses-self-employed/starting-a-business)

5. **Register for state and local taxes.**

Use Colorado Business Express through the state's website to file for a sales tax license (if you will be a retailer), wage withholding account (even if you are the sole employee), and/or unemployment insurance (if you will employ others) via the New Business Toolbox: [apps.colorado.gov/apps/jboss/cbe/start-business.xhtml](http://apps.colorado.gov/apps/jboss/cbe/start-business.xhtml)

6. **Choose a location.**

Get free advice on where to start or expand your business from a SCORE mentor. Visit: [denver.score.org/content/find-mentor-297](http://denver.score.org/content/find-mentor-297)

7. **Get financing.**

Learn about the different types of loans we offer on our website and the criteria we use to qualify new and returning borrowers. If we can't help, we'll refer you to one of our local lending partners. Start here: [coloradoenterprisefund.org/our-loans](http://coloradoenterprisefund.org/our-loans)

8. **Get training.**

The Colorado SBDC and SCORE networks offer a wide variety of small business workshops on everything from sales and startup basics to cash flow and QuickBooks plus free or low-cost one-on-one consulting. Check their websites for local offerings: [coloradosbdc.org](http://coloradosbdc.org); [www.score.org](http://www.score.org)

*Continued on reverse*



**Start or grow**  
a small business in  
Colorado with  
these 15 steps

9. Obtain **business licenses and permits.**

Do you need to transfer a license from another state? Or get a new permit? The US Small Business Administration (SBA) can help you determine what you need and where. Visit: [sba.gov/learning-center](http://sba.gov/learning-center)

10. **Market your business.**

Which media is the right channel or mix to promote your business? Consult your local SBDC or SCORE office for advice on creating an effective marketing campaign for your new or revamped product or service.\*

11. **Keep your bookkeeping in order.**

In addition to marketing, maintaining your books is critical to knowing if you're succeeding with your business. Get help from your local SBDC or SCORE office to see whether investing in accounting software or hiring a bookkeeper is the answer.\*

12. **Hire good employees.**

Your local workforce center can help with recruiting, screening, interviewing, accessing training, re-training and displacement support. Begin here: [colorado.gov/pacific/cdle/wfc](http://colorado.gov/pacific/cdle/wfc)

13. **Know your responsibilities as an employer.**

The Employers Council is a professional resource offering training statewide to help you understand your role as an employer. Visit: [employerscouncil.org](http://employerscouncil.org)

14. **Look into procurement opportunities.**

Check out the Colorado Vender Self Service [codpa-vss.hostams.com/webapp/PRDVSS1X1/AltSelfService](http://codpa-vss.hostams.com/webapp/PRDVSS1X1/AltSelfService) and Colorado Department of Transportation [codot.gov/business](http://codot.gov/business) websites to register and bid on projects throughout the year.

15. **Get certified as a minority, veteran or woman-owned business.**

State and local governments are looking to partner with under-represented businesses on a variety of projects. Find help getting certified via the Colorado Minority Business Office: [mbocolorado.com](http://mbocolorado.com)

\*indicates free service provided by CEF to current borrowers



**For additional questions, please  
contact us at:**

**303.860.0242 | [info@coloradoenterprisefund.org](mailto:info@coloradoenterprisefund.org)  
[coloradoenterprisefund.org/contact-the-colorado-enterprise-fund/](http://coloradoenterprisefund.org/contact-the-colorado-enterprise-fund/)**



OVER  
**40** YEARS  
OF IMPACT

colorado  
**enterprise**  
fund

1888 Sherman Street, Suite 530  
Denver, CO 80203  
p : 303.860.0242 • f : 303.860.0409  
[coloradoenterprisefund.org](http://coloradoenterprisefund.org)