

Setting Your Business Up for Success!

Resource Sheet

Pre-Launch

- Read about SWOT and check out [BDC's SWOT analysis Template](#)
- [SWOT Analysis Template](#)

Market Research

- Read [Business Link's Market Research overview](#) (also attached)
- Obtain a free Market Research report on your idea by filling out [Business Link's Market Research request form](#)
- Create a free online survey with www.surveymonkey.com

Value Proposition

- Check out free, short Youtube videos available through www.strategyzer.com on building your value proposition
 - [How To Create a Value Proposition \(Beginners\)](#)

Business Structures

- Watch this [video](#) that provides an overview of what you need to know
- Review [Business Link's overview of business structures](#)
- Review [BDC's Choose the Right Structure for your business](#)
- Review [Building a solid legal foundation](#)
- Review resources and webinar on [Incorporation](#)

Regulations and Licensing

- Review Business Link's [Licenses and Permits resource page](#)
- Enter your business idea into [Bizpal](#)
- GOA resources for getting a business license: [Get a business licence – Overview | Alberta.ca](#)
- Review [Business licences and permits in Canada | BDC.ca](#)
- Reach out to your city hall to see what municipal licensing is required

Naming Your Company

- Read: [How to name your company in 5 steps | BDC.ca](#)
- Listen to: [What is the difference between a corporate name, trade name, brand name and domain name?](#)
- Check to see if the name you want to call your company is already taken [Canada's Business Registries](#)
- www.gozigzag.com provides sample names for your business

Registering Your Company

- Tips provided: [Corporations Canada](#) or call 1.866.333.5556
- [Incorporating in a specific province or territory - Canada.ca](#)
- Alberta incorporation guide: [Incorporate an Alberta corporation | Alberta.ca](#)

Business Plan Templates

- Business Link has an [interactive Business Plan tool](#)
- Futurpreneur has a [free interactive Business Plan tool](#)

Resources Available

1. Book time with a [Business Link](#) advisor on what Regulations and Licensing may be applicable to you!