

SCORE South Metro Client Resource Guide

SCORE
South Metro 

Local
Workshops 

Business
Templates 

Start-up
Guides 

Market
Research 

Business
Planning 

Marketing
Resources 

Finance
Resources 

Legal
Resources 



Vers. 1.4

[Read Me](#)

This guide is a quick reference to some useful templates and learning resources available to our clients as they navigate starting a business. Note, you must have Adobe Acrobat or Reader installed on your device for this interactive PDF to work – to download the Adobe Reader [CLICK HERE](#)



[SCORE QuickStart Guide for Starting a Business](#)

These references provide some great primary guidance to starting a business here in Minnesota and Western Wisconsin.

[Information for South Metro SCORE Clients](#)

[On-line guide to doing business in Burnsville](#)

[Pierce County, WI Economic Dev Corp Start up Checklist](#)

[Frequently Asked Questions About SCORE](#)

[Minnesota SBA Small Business Resource Guide](#)

[Wisconsin SBA Small Business Resource Guide](#)

Links to publications

[Minnesota Business Magazine](#)

[Small Business Trends](#)

[Entrepreneur Magazine](#)

SCORE South Metro Client Resource Guide

James J Hill Center – free access to all resources is internal @ JJ Hill – no external access. For 1:1 assistance, membership is required. Key start-up resources include:

- Market research: **SimplyAnalytics**
- Industry research: **IBIS World**
- Competitor & marketing research: **AtoZ Database**

**James J Hill
Research Center**

Dakota County Library and Scott County Library – access to the digital resources from the Scott and Dakota County Libraries can be made at the library or remotely providing you have a library card.

- Competitor & prospect research: **Reference USA**

**Dakota County
Library**

**Scott County
Library**

Broader Resources – here are a number of other demographic, industry and economic resources:

**Small
Business
Administration**

NAICS

**American
Community
Survey**

**Bureau of
Economic
Analysis**

**Securities and
Exchange
Commission**

**Bureau of
Labor and
Statistics**



Putting together a business plan that works for you isn't as challenging as you might fear. The key: keep it simple. With that in mind, we present the following links to resources you may find useful in establishing a plan that works for you. Check these out, then, as needed, call upon a SCORE mentor or attend a workshop in your area.

SCORE and Third Party Resources:

The "Business Model Canvas" is an intuitive business planning tool that makes thinking about your business, customers, competition and go to market strategies much easier.

[Lean Business Planning Overview](#)

[Strategizer Overview Tutorial](#)

[Strategyzer Web Site](#)

[Business Model Canvas Template](#)

[Lean Startup Changes Everything](#)

[How To Really Start Your Own Business](#)

SBA Business Plan Resources – two on-line business plan development resources. The first is a traditional approach to business planning. The second leverages the Lean Start-up Canvas model.

[SBA Business Planning Resources](#)

SCORE South Metro Client Resource Guide

Marketing
Resources



Here's a simple way to think of marketing: understand your customer, your value, your competition, your differential advantage and ultimately – you plan of execution – it's that simple. Here are a few useful resources:

General Marketing Resources

General Marketing
Resources

On-line Marketing
Resources

Marketing Plan Guidelines

SCORE

SBA

Branding References

Canva Visual
Style Guide

Elle & Co. Create a
Brand Style Guide

99 Designs Create
Brand Style Guide

Execution Calendars & Schedules

Marketing Plan
Calendars



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Here are a some resources you'll find useful for the financial planning aspects to starting your business. While not exhaustive, they'll get you started. For more detail and help be sure to check with your SCORE mentor.

**Glossary of
Financial Terms**

**Simple One Year P&L
Template**



**Simple Three Year Forecast &
Profit Projections**



This template will help calculate startup expenses, payroll, sales forecast, cash flow, income statement, balance sheet, break-even, financial ratios, cost of goods sold, amortization and depreciation for your small business.

**Financial Projections
Template and Guide**

Funding and financing options

SBA Funding Resources

Guide to Financing

Useful SBA and IRS resources

**SBA Course:
Introduction to Accounting**

IRS References and Guides

SCORE South Metro Client Resource Guide

Legal
Resources



There are many resources available addressing multiple areas of business law and governance. The below are just a few you may find helpful in address some of the basics to starting your business:

LegalCorps – Minnesota’s premier legal resource center provides a tremendous service to the local business community – check these resources for more info:

Information on
LegalCorps

Entity Formation
Overview

Intellectual
Property Overview

Other core resources

LegalCorps Resources for
Small Business

FindLaw Business Start-up
Checklist

LawDepot Basic Contract
Templates

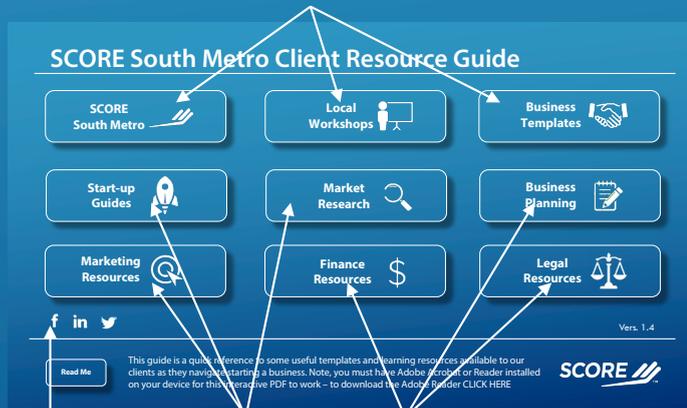
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Instructions for Use

This guide is a simple PDF with links to web pages and documentation you'll find useful. You'll need either the free Adobe Reader or Acrobat to get the full benefit of using this tool. If you don't have this, go to: <https://get.adobe.com/reader/otherversions/>. Your feedback on this guide is welcome – just drop us a note at stpaul@scorevolunteer.org.

Home Page

Live links to some of the SCORE South Metro on-line resources – simply click once and you'll be linked to the page via your preferred browser



Social media links

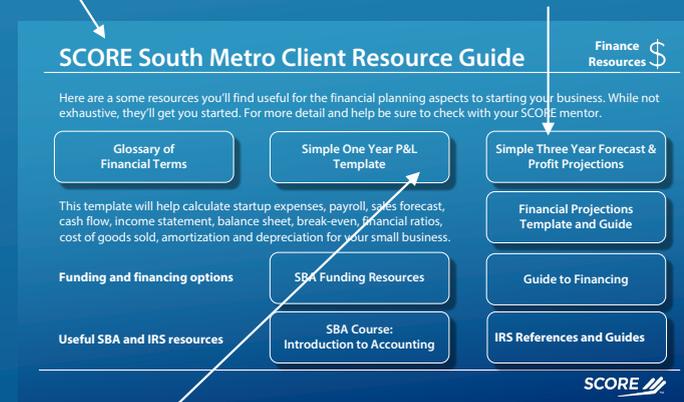
Links to pages in the PDF related to each area of interest – click once and the page will be presented

Resource Pages

Below is one of the resource pages in the guide. A couple of pointers:

Click once and you'll return to the Home Page

Clicking on a topic will take you to a web page or an embedded document.



Where you see a push pin, this is a link to an embedded Excel file – just double click and the document will open in Excel. If you're using another spreadsheet application, you'll be asked which app should open the file.

Note, when using this document on a tablet device or Chromebook laptop, you can navigate from page to page within the document and to external web resources. The functionality of opening attachments however, does NOT work on a tablet device or a Chromebook laptop at this time.