

## Small Business Readiness Assessment Tool

**Are you ready to start a business?** This assessment tool is designed to help you better understand your readiness for starting a small business. It will prompt you with questions and assist you in evaluating skills, characteristics and experience – as they relate to your preparedness for starting a business. This assessment is taken from the SBA's website at <http://app1.sba.gov/sbat/index.cfm?Tool=4>.

When accessed online, your responses will be scored automatically and an assessment profile provided, when you click the submit button. You will also receive, based on your score, a statement of **Suggested Next Steps**, directing you to the most appropriate SBA resources to help improve your business preparedness.

General	YES	NO
Do you think you are ready to start a business?	<input type="checkbox"/>	<input type="checkbox"/>
Have you ever worked in a business similar to what you are planning to start?	<input type="checkbox"/>	<input type="checkbox"/>
Would people that know you say you are well suited to be self-employed?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have support for your business from family and friends?	<input type="checkbox"/>	<input type="checkbox"/>
Have you ever taken a course or seminar designed to teach you how to start and manage a small business?	<input type="checkbox"/>	<input type="checkbox"/>
Have you discussed your business idea, business plan or proposed business with a business coach or counselor, such as a faculty advisor, SCORE counselor, Small Business Development Center counselor or other economic development advisor?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a family member or relative who owns a business?	<input type="checkbox"/>	<input type="checkbox"/>
Personal Characteristics	YES	NO
Do you consider yourself a leader and self-starter?	<input type="checkbox"/>	<input type="checkbox"/>
Would other people consider you a leader?	<input type="checkbox"/>	<input type="checkbox"/>
Are you willing to invest a significant portion of your savings or net worth to get your business started?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have enough confidence in yourself and your abilities to sustain yourself in business, if or when things get tough?	<input type="checkbox"/>	<input type="checkbox"/>
Do you like to make your own decisions?	<input type="checkbox"/>	<input type="checkbox"/>
Are you prepared, if needed, to temporarily lower your standard of living until your business is firmly established?	<input type="checkbox"/>	<input type="checkbox"/>
Do others turn to you for help in making decisions?	<input type="checkbox"/>	<input type="checkbox"/>
Are you willing to commit long hours to make your business work?	<input type="checkbox"/>	<input type="checkbox"/>
Would others consider you a team-player?	<input type="checkbox"/>	<input type="checkbox"/>

Skills, Experience & Training	YES	NO
Do you have a business plan for the business you are planning to start?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know and understand the components of a business plan?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know what form of legal ownership (sole proprietor, partnership or corporation) is best for your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know why some consider business planning to be the most important factor determining business success?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know if your business will require a special license or permit and how to obtain it?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know where to find demographic data and information about your customers?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know how to compute the financial "break-even point" for your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know how to compute the start-up costs for your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know about the various loan programs that are available from banks in your area and the SBA?	<input type="checkbox"/>	<input type="checkbox"/>
Do you understand how a business loan can impact your credit?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know how to prepare and/or interpret a balance sheet, income statement and cash flow statement?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know why small business loans are considered more risky than loans made to large businesses?	<input type="checkbox"/>	<input type="checkbox"/>
Are you sure your planned business fills a specific market need?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know your target market?	<input type="checkbox"/>	<input type="checkbox"/>
Do you understand the tax requirements associated with your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know how to prepare a marketing strategy for your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know how to learn about your business competitors?	<input type="checkbox"/>	<input type="checkbox"/>
Do you understand marketing trends in your business industry?	<input type="checkbox"/>	<input type="checkbox"/>
Do you feel comfortable using a computer or other technology to improve business operations?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a payroll process planned for your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a customer service strategy in mind or in place?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know how to obtain an EIN (Employer Identification Number) for your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know if your business should have some form of intellectual property protection?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know where to obtain information about regulations and compliance requirements that impact your business?	<input type="checkbox"/>	<input type="checkbox"/>

