



THE SPOKANE / COEUR D'ALENE
ENTREPRENEURS
 RESOURCE DIRECTORY

INNOVATION



"Everything You Need To Launch Your New Venture"

FOR ...

- Startup Companies
- Small Business Owners
- And Entrepreneurial Souls

2003



SPONSORS

City of Spokane

HOGAN
Entrepreneurial
Leadership
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Global Commerce
& Management

Spokane Area
Economic
Development
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INTEC

Washington
Technology
Center

City of
Liberty Lake

The
New Venture
Lab

SIRTI

A Community of Choice

Making a Positive Difference in the World

Helping You Grow Your Business is Our Business

Program for Entrepreneurship & Small Business Studies

Attracting, Creating & Retaining Quality Jobs for the Region

Fueling Economic Growth through Innovation, Technology & Training

Washington's Statewide Science & Technology Organization

Spokane County's Premier Address for Business

A Student-Run Business Development Service

We Put Innovation to Work



THE SPOKANE / COEUR D'ALENE
ENTREPRENEURS
RESOURCE DIRECTORY

2003

dedicated to all those who
DARE TO DREAM

to be successful in the long-term,

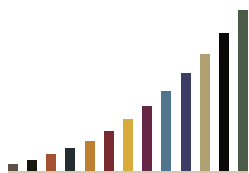
ENTREPRENEURS

must find a sustainable competitive advantage



Perhaps

we can help



THE GONZAGA **MBA** ADVANTAGE



The Gonzaga University Graduate School of Business offers aspiring entrepreneurs and future business leaders the opportunity to create a lifelong competitive advantage—the core knowledge, critical proficiencies and leadership skills needed to gain and maintain an edge in the increasingly complex business environment of today. Consider what we offer through our MBA program:

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NETWORKING—a highly-involved network of alumni and supporters

AREAS OF EMPHASIS—critical thinking, value-based leadership and more

We invite you to learn more about The Gonzaga MBA Advantage. Contact us today!



GONZAGA UNIVERSITY
GRADUATE SCHOOL of BUSINESS

Spokane WA 99258-0009

(800) 986-9585 ext. 3414

www.jepson.gonzaga.edu/graduate
chatman@jepson.gonzaga.edu



Fellow Entrepreneurs,

As you consider the almost overwhelming list of basic tasks and required activities necessary to launch your new venture, we hope you realize that you are not alone. There exists right here in the Inland Northwest a network of exceptional talent and world-class resources available to help you on your quest for success.

Our goal is to help you plug into this network of individuals and organizations who can wrap value around your efforts. Successful entrepreneurs acknowledge that entrepreneurship is a team sport. We hope that you will consider the various service providers listed in this publication as part of your extended team. Take advantage of the valuable assistance they offer in so many areas—from intellectual property to product design to financial analysis and so much more.

The 2003 Entrepreneurs Resource Directory represents a major investment of time and effort. We invite you to use it extensively and welcome your suggestions as to how we can make it better in the future. We especially would like to thank our ten directory sponsors, whose support made this project possible and whose overarching goal is to foster successful entrepreneurship throughout the greater Spokane / Coeur d'Alene metropolitan area.

Best of luck and remember to have faith,
think strategic and pursue with passion,
—and never, ever forget your dream!

Cheers,

A handwritten signature in blue ink, reading "Nathan L. Brown", with a long horizontal flourish extending to the right.

Nathan L. Brown
Managing Partner
The Morgan Leigh Group



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Startup Checklist

IDENTITY

- Company Name
- Company Logo

COMMUNICATIONS

- Phone Number - Land Line
- Phone Number - Cell
- Phone Number - Fax
- E-Mail Address

LOCATION

- Office Address
- Mailing Address

BUSINESS CARD

- Design
- Printing

LEGAL ENTITY

- Corporate Attorney
- Entity Type
- Legal Documents
- Filings

CAPITAL STRUCTURE

- Corporate / Securities Attorney
- Shareholders Agreement
- Capitalization
- Equity Distribution

BUSINESS LICENSES

- EIN from IRS
(Employer Identification Number)
- State Business License
ID - Secretary of State
WA - Dept of Licensing
- Register Trade Names ("dba")
- County / City Business License
- Business-Specific Permits

PROFESSIONAL RELATIONSHIPS

- Attorney
- Accountant
- Banker
- Professional Advisers

OPERATING BASICS

- Accounting
- Insurance
- Payroll & Taxes
- Regulatory Compliance

OFFICE SPACE

- Office Needs
Short-Term v Long-Term
- Identifying Location
- Lease Agreement
- Build-out
- Utility Hookups
- Internet / Broadband Access
- Security

OFFICE FURNITURE

- Chairs
- Desks
- Storage
- Shelves
- Other Furnishings

OFFICE EQUIPMENT

- Hardware
- Software
- Network
- Peripherals
- Phones
- Other Equipment
- Surge Protection
- Office Supplies

UNDERLYING INNOVATION

- Describe the Problem Solved
- Identify Business Opportunity
- Articulate Value Proposition
- Map Role in Big Picture
- Demonstrate Differentiation

MARKET RESEARCH

- Market Definition
- Market Size
- Market Drivers
- Market Trends
- Market Segments
- Market Demand
- Competitive Analysis
- Substitute Products

MANAGEMENT TEAM

- Executive Officers
- Key Employees
- Board of Directors
- Board of Advisers

BUSINESS STRATEGY

- Objectives
- Potential Risks
- Competitive Advantage
- Proprietary Aspects
- Target Market
- Articulated Strategy
- Strategic Partnerships
- Schedules & Milestones

COMPANY FOCUS

- Vision
- Mission
- Premise
- Organizational Structure

CORE PRODUCT / TECHNOLOGY

- Definition
- Attributes
- Constraints
- Research

- Development
- Prototype Design
- Manufacturing Design

BUSINESS PLAN

- Written Document
- Sections
 - Executive Summary
 - Business Premise
 - Company Overview
 - Management Team
 - Market Analysis
 - Products & Services
 - Business Strategy
 - Marketing Strategy
 - Schedules & Milestones
 - Financial Summary
 - Investment Needs
- Professional Appearance

FINANCIAL ANALYSES

- Revenue Model
- Financial Projections
 - Sales Forecast
 - Income Statement
 - Cash Flow Statement
 - Balance Sheet
 - Capital Expenditures
 - Sources & Uses
- Pricing Analysis
- Contribution Analysis
- EVC Analysis
 - Economic Value to the Customer
- Breakeven Analysis

MARKETING STRATEGY

- Marketing Plan
- Target Market
- Value Proposition
- Product Strategy
- Brand Management
- Positioning
- Pricing



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- Distribution
- Launch Plan(s)
- Customer Service Plan
- Advertising
- Marketing Materials
- URL / Website Design / Hosting

SALES

- Sales Channels
- Sales Incentives
- Sales Objectives

PROMOTIONS & PUBLICITY

- PR Strategy
- Media Relations
- Press Releases
- Events & Trade Shows
- Major Promotions

PRODUCTION

- Contract Mfg v In-House
- Demand Mgt / Forecasting
- Purchasing
- Inventory Management
- Manufacturing
- Quality Control
- Maintenance
- Support

HUMAN RESOURCES / STAFFING

- Staffing Plan
- Organizational Structure
- Recruitment Strategy
- Retention Strategy
- Employment Agreements
- Compensation Structure
- Benefits
- Personnel Files
- Procedures / Policies
- Employee Handbook
- Regulatory Compliance
- Professional Development
- Equity Incentive Plan

INTELLECTUAL PROPERTY

- Patent / Corporate Attorney
- Patents
- Trademarks
- Copyrights

BANKING

- Checking / Savings
- Credit / Debit Cards
- Loans / Lines of Credit
- Merchant Services
- Cash Management

FUNDRAISING

- Securities Attorney
- Fundraising Strategy
- Subscription Agreement
- Compliance w Securities Laws
- Lead Investors
- Term Sheet
- Investor Package
- Presentation
- Legal Prospectus
- Pre-Money Valuation (defendable)

EXIT STRATEGY

- Business Valuation
- Acquisition Strategy (as acquiree)

ADD'L RESOURCE NETWORKS

- Business Associations
- Business Development Orgs
- Chambers
- Cities & Counties
- Economic Development Orgs
- Entrepreneurial Assistance Orgs
- Legislators

LIFE BALANCE

- Personal Organization
- Time Management / Prioritization
- Family & Friends

... AND MUCH, MUCH MORE