



## 10 STEPS TO START A BUSINESS

POWER UP YOUR  
FINGERTIPS,  
LITERALLY!

09/30/2021



# SOLEDAD TANNER, MIB

## *Founder & CEO, STC Consulting*

Senior Financial Executive and Speaker with +30 years of experience in Business & Financial Management in the global logistics and banking industry.

- Bachelor's in Business Administration with an emphasis in Management, *Universidad Catolica de Guayaquil - Ecuador (1995)*
- Master in International Business, *University of St. Thomas (2002)*
- Certificate of Organizational Leadership, *Rice University (2007)*
- Recipient of multiple recognitions:
  - “Trailblazer of the year award, 2020” at the “4th Women to watch International”
  - “Emergent Entrepreneur, 2020” by “Solo Mujeres Magazine”
  - “Women on the Move, 2019 class” by Texas Executive Women
  - “Outstanding International Consultant, 2019” by HIDTC
- **Board Member:** Director at Large for non-profit “Texas Executive Women”,
- **Board Treasurer** for “International Entertainment Partnership” (IEP).  
**Finance Committee Chair** for “Houston Entertainment Industry Task Force” (HEITF)
- **CFO** for non-profit: “Beautiful Purpose”





### **Solutions for Corporations**

- CFO On-Demand
- Controller On-Demand
- Financial Speaker

### **Solutions for Business Owners & Start-Ups**

- Financial Management
- Financial Coaching & Training
- Business Consulting

**PROFIT + PRODUCTIVITY**



# 10 STEPS TO START A BUSINESS

1. Conduct a Market research
2. Write your business plan
3. Fund your business
4. Pick your business location & market
5. Choose a business structure
6. Choose your business name
7. Register your business
8. Get Federal & state tax ID
9. Apply for licenses and permits
10. Open a bank account & bookkeeping



# 10 STEPS TO START A BUSINESS

1. Research your market: You need to know if there is an opportunity to turn your idea into a successful business.
  - Who are you potential customers?
  - Who is your competition?
  - What is your competitive advantage & Value?
2. Write your business plan:
  - This is the GPS or your business.
  - It's a roadmap for how to structure, run, and grow your new business.



# 10 STEPS TO START A BUSINESS

Write your 1-page business plan:

1. Executive summary
2. Market opportunity & analysis
3. Sales and marketing plan
4. Product or Service
5. Competitive analysis
6. Key financial information: Budgets & Forecasts
7. People requirements & Operations
8. Overall Strategy: Key metrics & Milestones



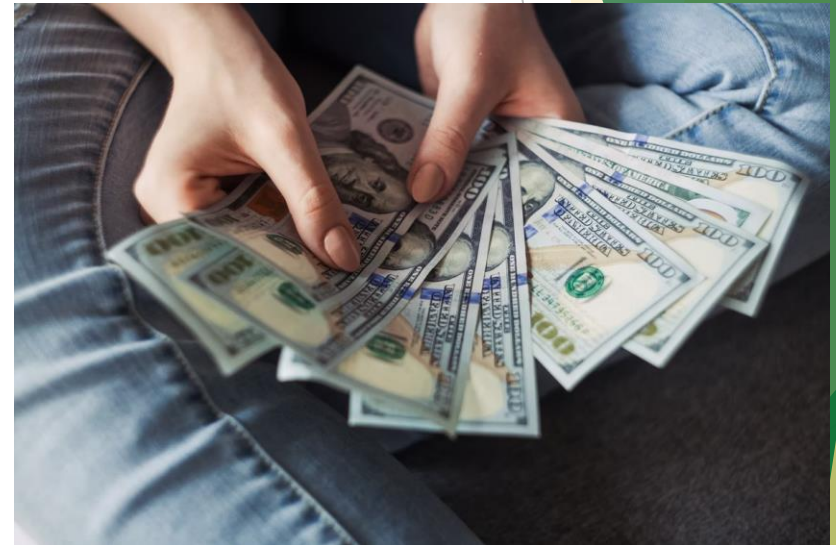
# 10 STEPS TO START A BUSINESS

## 3. Fund your business:

- How much money will you need to **start and run** your business?
- Do you have the funds? Where will you go for the funds? How is your credit?
- Do you need to borrow it? What are your sources & interest rates?

## 4. Identify your business location/market:

- Are you renting an office?
- Are you launching an online store?
- Will you be working remotely from your home?



# 10 STEPS TO START A BUSINESS

5. Choose a business structure:
- The legal structure you choose for your business will impact your taxes and will also determine your personal liability.
  - Check with your CPA or your lawyer.
  - Options are: Sole Proprietor, Limited Liability Company (LLC), Partnerships Corporation (S Corp), Corporation (S Corp), Corporation (B Corp), Corporation Non-profit





# 10 STEPS TO START A BUSINESS

6. Choose your business name:

- You need to make sure the name is available to be used (Texas Secretary of State)
- Make sure the domain is available (Go Daddy).
- You need a domain for your website.

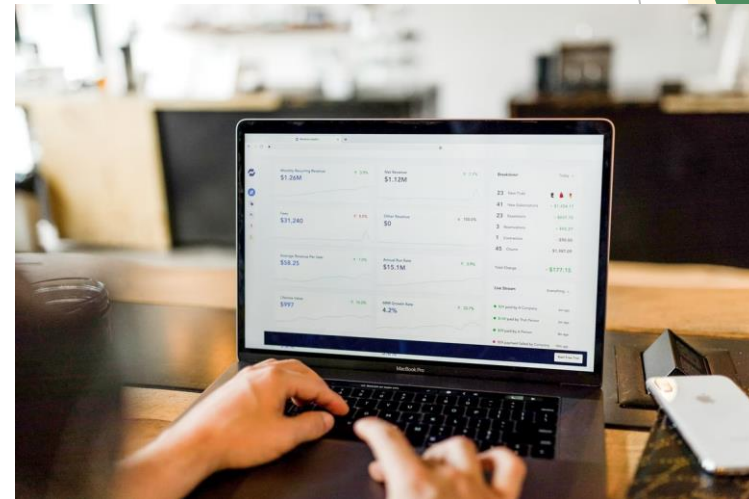
7. Register your business:

- Register with the Texas Controller of Public accounts
- Certificate of formation from the Office of Texas Secretary of State



# 10 STEPS TO START A BUSINESS

8. Get Federal and state tax ID:
  - You need your Employee Identification number (EIN) which is the tax ID for your company. This is issued by the IRS
  
9. Open a business bank account & and a business credit card:
  - Keep personal and business separate (in different accounts).
  
10. Set up a Bookkeeping system:
  - Some of the best known are Intuit QuickBooks Online, FreshBooks, Wave, Xero, and Sage.





Dream **big**.  
Start **small**.

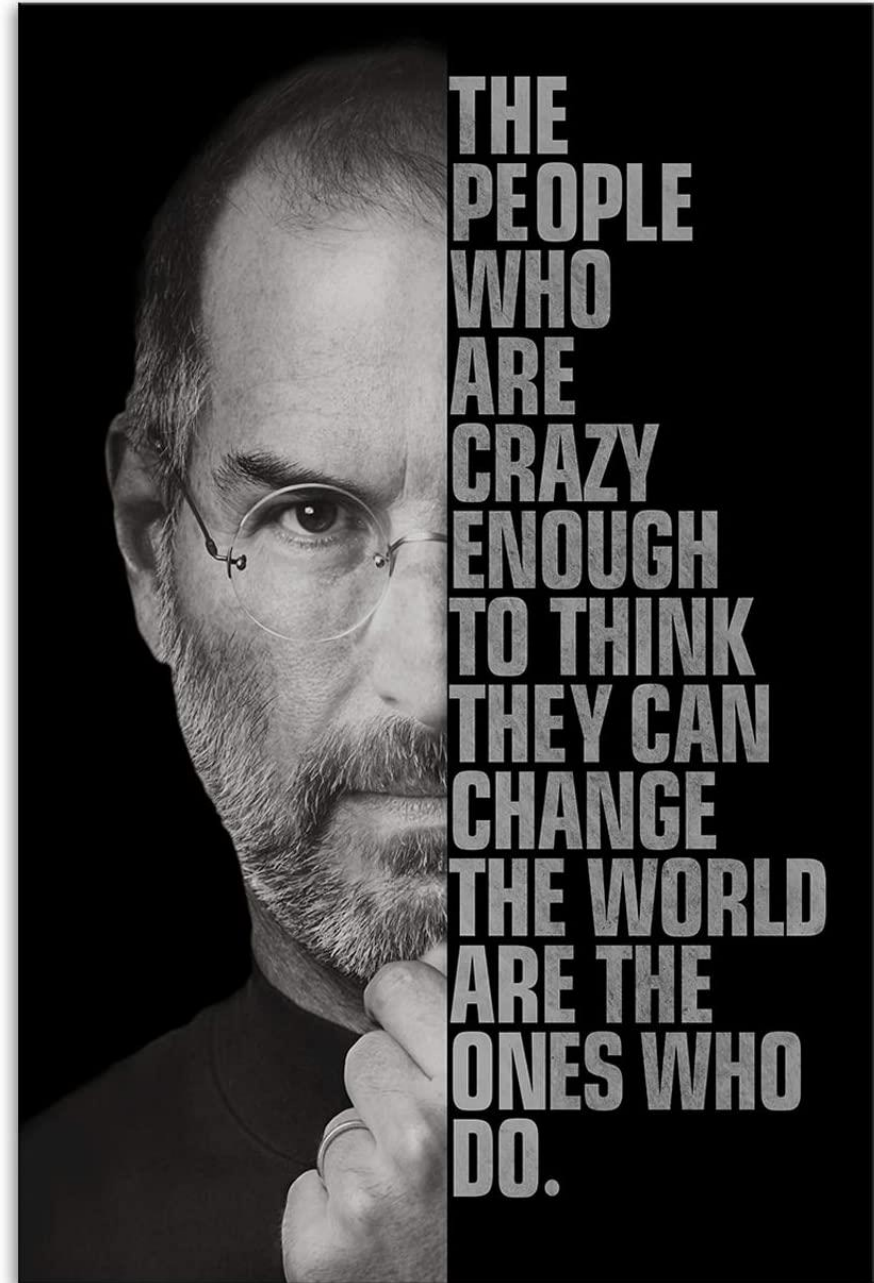
But most of all, **start**.

- *Simon Sinek*

Goalcast



Financial knowledge  
*Gives You Freedom;*  
Know your numbers!





# 10 Steps to balance Cash Flow

Open to the public



Keep the  
Cash Flowing!

*Soledad Tanner*



- Founder & CEO of STC Consulting, a financial & business consulting firm that helps improve the profit & productivity of businesses.
- Ms. Tanner is an Outstanding International Consultant Award winner and global financial business consultant & speaker.
- She has 30+ years of extensive international experience in finance & controlling, strategy & consulting, performance and metrics in the global logistics and banking industries.



LAREDO  
COLLEGE  
EST. 1947

Sponsored by the Office of Student Life

Thursday, October 21, 2021 • 2 p.m.

Registration link: [www.laredo.edu/cms/cashflow](http://www.laredo.edu/cms/cashflow)



**Soledad Tanner, MIB**  
Founder & CEO

2503 Robinhood St # 150  
Houston, TX 77005

soledad@soledadtanner.com

Office: (346) 227-2895  
Cell: (832) 998-2136








**LEADING YOUR JOURNEY TO  
PROFIT & PRODUCTIVITY**

Let's Connect!      
www.soledadtanner.com



### FOLLOW US ON

-  @Soledadtannerconsulting
-  soledadtanner
-  Soledad Tanner, MIB
-  Soledad Tanner
-  @soledad\_tanner

- CFO on demand •Financial Management
- Business Consulting •Financial Speaker

# Thank you!

## Q&A & Prizes