MISSISSIPPI STATE UNIVERSITY™
CENTER FOR ENTREPRENEURSHIP & OUTREACH

MSU RSL Go™
Program Checklist

Welcome to the MSU Retail, Service, and Lifestyle (RSL) program checklist. This checklist is your guide to successfully develop a retail, service, or lifestyle business from idea to launch.

STAGE 1 - START

- ☐ 1 – Meet one-on-one with the E-Center to discuss your idea.
- ☐ 2 – Work through Retail, Service, & Lifestyle Planning Packet
  - Startup Planning Guide
  - Solopreneur Workbook
  - Competitor Analysis Guide
- ☐ 3 – Conduct a survey (online or in-person) of potential customers. Get at least **50 responses**.
- ☐ 4 – Write a one-page summary of what you learned in Step 3:
  - *What did you get right?*
  - *What did you get wrong? (It's good to have things you got wrong and can then learn from)*
  - *In what ways are you planning to refine your plan as a result?*
- ☐ 5 – Register for LivePlan business plan software. (12-mo free)
- ☐ 6 – Complete the ***Pitch*** tab in LivePlan.
- ☐ 7 – Complete 36-month financial projection. Use Excel or ***Forecast*** tab of LivePlan.
- ☐ 8 – Create a slide deck outlining your business opportunity.
  - **Product:** What is your **product or solution**? How is it priced?
  - **Customer:** Who is your ideal **customer**? Why will they buy from you versus others?
  - **Marketing:** How *specifically* will your promote your products?
  - **Competition:** Who is the **competition**; how are you *better*?
  - **Finance:** How will it make money? What will you sell it for? How much does it cost to make? How many do you plan to sell?
- ☐ 9 – Meet and review your slide deck and LivePlan deliverables with your E-Center Client Specialist.
- ☐ 10 – Apply to pitch for a RSL Go Grant **for $1,000**. Present to the E-Center RSL Go Panel.

STAGE 2 - LAUNCH

- ☐ 11 – Establish a legal business entity.
- ☐ 12 – Create an establish business identity (name and logo).
- ☐ 13 – Establish a web presence (web domain, business email).
- ☐ 14 – Complete a draft business plan (***Plan*** tab of LivePlan).
- ☐ 15 – Meet with the MSU Small Business Development Center (SBDC).
- ☐ 16 – Meet with at least one faculty member to review and endorse your plan.
- ☐ 17 – Generate at least $1,000 in sales revenue to demonstrate interest.
- ☐ 18 – Join the Greater Starkville Development Partnership (GSDP).
- ☐ 19 – Submit final application for review by the E-Center of all documents created.
- ☐ 20 – Receive a **$1,000 Startup Grant** for completing the entire checklist.

CHECKLIST COMPLETE

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