

Checklist

The most important steps in the preparation phase

1. Formulate business idea

The basis of your company is a good business idea. Ideally, this should be innovative, have a unique selling point and be compatible with your interests, hobbies or profession, so that you can combine different activities.

2. Self-analysis

Ask yourself and your friends and family where your strengths and weaknesses lie. What can you already do? What do you still have to learn? Where do you need external support?

3. Market segmentation

Think about who your customer should be. Divide the company into smaller homogeneous groups and decide on some segments you want to address with your product or service.

4. Create a business plan

Create a business plan that contains the most essential information about your company to have a complete overview. In this way you can bring structure into the uncertain future and deal with problems early on.

5. Acquire know-how

During the self-analysis you got to know yourself better. Now you can start to deal with the topics in which you want to improve your skills. For example, you can attend our free seminar *Founding a company*.

6. Trust experts

You should trust experts when it comes to the points on which you want to get support. Get advice from experts and do your bookkeeping and tax returns. We recommend STARTUPS.CH.

7. Choose legal form

The next step is to decide on the legal form your company should have. On our website we introduce you to the three most popular forms of sole proprietorship, limited liability company and public limited company.

8. Determine persons involved

Depending on the chosen legal form, you must decide which other persons - such as partners, shareholders and board members - should participate in your company.

9. Keep minimum capital available

A minimum capital of CHF 20,000 and CHF 100,000 respectively is required for a GmbH and a public limited company.

10. Determine domicile of the company

Determine where the domicile and therefore the headquarters of your company should be located. Here you must already decide whether you want to run your company from home or whether you want an official company headquarters at an external address.

