

Business Startup Activities

** Indicates opportunity to evaluate and make GO/NO GO Decision*

	<i>Who</i>	<i>Start date</i>	<i>End date</i>	<i>Timeframe</i>	<i>Budget/Cost</i>
<i>Personal Plan*</i>					
<i>Business Startup</i>					
<i>Business planning*</i>					
<i>Marketing planning*</i>					
<i>Financial planning*</i>					
<i>Research local, state regulatory compliance*</i>					
<i>Business name, logo, messaging</i>					
<i>File business entity</i>					
<i>Get Entity ID Number (EIN) from IRS</i>					
<i>Setup bank account</i>					
<i>Setup accounting</i>					

	<i>Who</i>	<i>Start date</i>	<i>End date</i>	<i>Timeframe</i>	<i>Budget/Cost</i>
<i>Secure funding*</i>					
<i>Site selection*</i>					
<i>Water analysis, quality, availability, tap size*</i>					
<i>Feasibility*</i>					
<i>System design*</i>					
<i>Mortgage/lease</i>					
<i>Secure human resources</i>					
<i>Legal services</i>					
<i>Food safety plan</i>					
<i>Purchase insurance</i>					

Construction or Move Into Building

	<i>Who</i>	<i>Start date</i>	<i>End date</i>	<i>Timeframe</i>	<i>Budget/Cost</i>
<i>Building Design</i>					
<i>Design approval*</i>					
<i>Entitlement Permitting*</i>					
<i>Excavation</i>					
<i>Structure(s) procurement</i>					
<i>Structure construction</i>					
<i>(MEP)Mechanical, Electrical, Plumbing Install</i>					
<i>Environmental controls, monitoring equipment install</i>					
<i>General contractor services</i>					
<i>Project management services</i>					
<i>Take ownership</i>					

Aquaponic Farm System Construction

	Who	Start date	End date	Timeframe	Budget/Cost
<i>System design review, update</i>					
<i>Component research and procurement</i>					
<i>Install fish components</i>					
<i>Install plant components</i>					
<i>Install life support components</i>					
<i>Fill with water and perform Cycling</i>					
Technology					
<i>Website development</i>					
<i>Setup social media</i>					
<i>Setup email</i>					
<i>Setup phone service</i>					

Business and Farm Operations

<i>Crop Production</i>	<i>Who</i>	<i>Frequency</i>	<i>Duration</i>	<i>Budget/Cost</i>
<i>Identify vendors and purchase supplies</i>				
<i>Create a crop rotation plan</i>				
<i>Seeding</i>				
<i>Transplanting</i>				
<i>Harvesting</i>				
<i>Sanitizing between transplanting</i>				
<i>Packaging and storage</i>				
<i>Pest management</i>				
<i>Disease management</i>				
<i>Monitor and control environment</i>				
<i>Water quality testing and management</i>				
<i>Nutrient adjustments</i>				
<i>Crop data recording</i>				

	Who	Frequency	Duration	Budget/Cost
<i>Food safety compliance</i>				
<i>Organic or other certification compliance</i>				
Fish Production				
<i>Identify vendor and purchase fish or breed stock</i>				
<i>Transport fish</i>				
<i>Breeding fish</i>				
<i>Purchase food and feed fish</i>				
<i>Fish health management</i>				
<i>Disease control</i>				
<i>Harvesting</i>				
<i>Processing and packaging</i>				
Farm Maintenance				
<i>Pump maintenance</i>				

	Who	Frequency	Duration	Budget/Cost
<i>Airstone and aerator filter cleaning</i>				
<i>Cleaning system filtration</i>				
<i>Cleaning deep water culture</i>				
<i>Cleaning media beds</i>				
<i>Waste management</i>				
Marketing and Sales				
<i>Create brand image, logo, slogan</i>				
<i>Review, revise market plan</i>				
<i>Graphic arts services for print or online content</i>				
<i>Determine and connect to customers</i>				
<i>Establish pricing, ordering methods, delivery schedule,</i>				
<i>Customer relations</i>				
<i>Distribution and delivery of products</i>				
<i>Providing tours</i>				

	Who	Frequency	Duration	Budget/Cost
Accounting				
Maintaining accounting A/R, A/P, general ledger, "the books"				
Payroll and benefits				
Taxes (quarterly, annual)				
Cash management				
Banking and merchant services (credit cards)				
Financial planning, analysis and reporting				
Human Resources				
Hiring and training				
People management				
Termination				
Technology				
Website updates and maintenance				
Social Media posting				
Email responses				
Phone responses				
Monitor equipment				
Collect and manage data				