

Table I – Initial startup costs	
Item	Amount and Description
Advertising	\$ the amount you will spend on ad platforms etc.
Bookkeeping/Administrative setup costs	\$
Branding and promotional material	\$
Constructions or renovations	\$
Cash required	\$ float or for the till
Deposits	\$ rent or equipment deposits
Equipment (rental or purchase)	\$
Insurance	\$ include several types of insurance costs
Rent/Lease/Mortgage initial payment	\$
Office supplies	\$
Permits and licenses	\$
Professional fees	\$ lawyer or accountant fees
Rent/Lease/Mortgage initial payment	\$
Signage	\$
Starting inventory	\$
Website or other customer management costs	\$
Other costs associated with Key Resources	Add rows here
Other costs associated with Key Activities	Add rows here
Other costs associated with Key partnerships	Add rows here
Other costs associated with Channels	Add rows here
Other costs associated with Cust. Relationships	Add rows here
Total initial startup costs	TOTAL