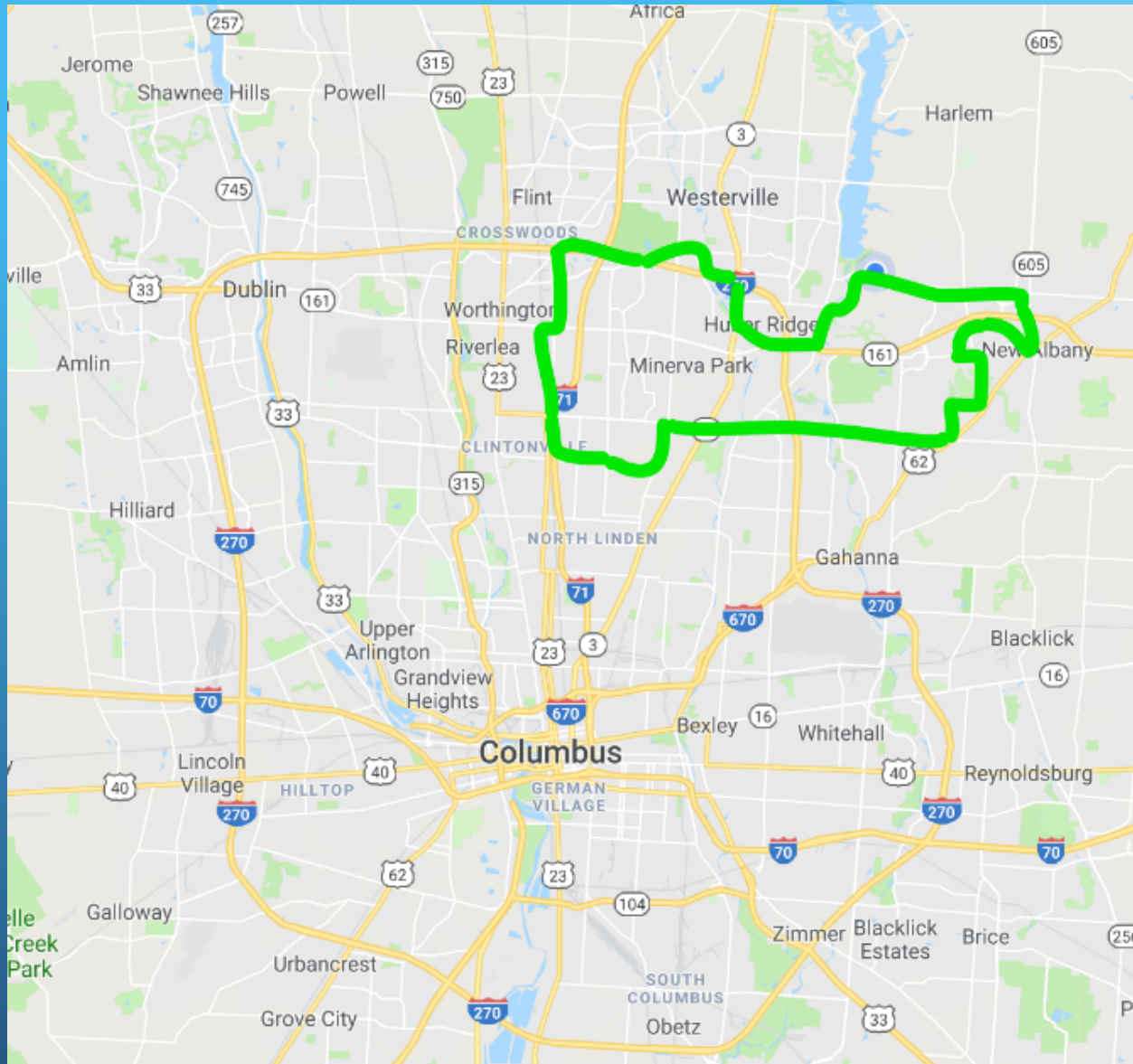




Elevate Northland

Community. Culture. Connection.



**Elevate
Northland**

Is This A Good Time to Start a Business?

What we will cover:

- 1) Pros and Cons of starting a new company now
- 2) Examples of businesses started in bad economic times
- 3) Examples of businesses that are doing BETTER than before at this time
- 4) Steps to starting a new business
- 5) Question and Answer

Pros and Cons of starting a new company now

PROS:

- 1) Lots of cheap stores and equipment available
- 2) You'll begin with low expenses (overhead)
- 3) You'll change quickly if it's not working

CONS:

- 1) Customers don't have money
- 2) Hard to get loans
- 3) Your personal finances may be low and not able to handle failure

Examples of Businesses that Started in Bad Times

- Disney: 1929
- Microsoft: 1973 Oil Crisis
- SiteInSight

“Recessions have actually served as a launch pad for some of the world’s most incredible businesses.” -Medium.com

Examples of Businesses Doing During the Pandemic

- Cardinal Pizza Westerville
- Zoom
- Meal Prep Delivery Services
- SiteInSight

“Small businesses are really great at staying nimble,” said associate professor at Harvard Business School and author of *Turning Adversity Into Advantage*. “The ones that succeed understand that even though they are looking to do new things, they need to grow where they are planted.” – Neel

CARDINAL PIZZA

WE ARE OPEN FOR DELIVERY AND CARRYOUT

OUR THOUGHTS AND PRAYERS ARE WITH THOSE AFFECTED BY NOVEL CORONAVIRUS (COVID-19) AROUND THE WORLD. AS THE IMPACT OF THIS SITUATION GROWS IN OUR COMMUNITY, WE WOULD LIKE TO SHARE THE STEPS THAT WE'RE TAKING TO KEEP OUR ASSOCIATES AND CUSTOMERS SAFE.

AT CARDINAL PIZZA NOTHING IS MORE IMPORTANT TO US THAN THE HEALTH AND SAFETY OF OUR CUSTOMERS AND OUR FAMILY OF ASSOCIATES. IN OUR RESTAURANT WE ARE PUTTING A GREAT DEAL OF EMPHASIS ON THE PROCEDURES THAT SUPPORT OUR HIGH STANDARDS IN THE AREAS OF CLEANLINESS AND HEALTH. SOME OF THE MOST IMPORTANT AREAS OF FOCUS ARE:

- ENSURING THAT OUR EXCELLENT HANDWASHING PRACTICES ARE RIGOROUSLY FOLLOWED.
- STRICTLY REQUIRING ASSOCIATES WHO DON'T FEEL WELL TO STAY HOME FROM WORK
- FREQUENTLY DISINFECTING COMMONLY TOUCHED SURFACES IN ALL AREAS OF OUR RESTAURANT.
- ADDITIONALLY, WE HAVE ASKED EACH OF OUR ASSOCIATES TO INFORM US OF EXPOSURE TO ANYONE DIAGNOSED WITH CORONAVIRUS, OR OF ANY INTERNATIONAL TRAVEL. WHEN APPROPRIATE, WE WILL EXCLUDE ASSOCIATES FROM WORK TO CONFIRM THAT THEY ARE NOT INFECTED WITH THE VIRUS.

WE ARE IMPLEMENTING NEW CARRY OUT PROCEDURES TO ENSURE THE SAFETY OF OUR ASSOCIATES AND OUR VALUED CUSTOMERS.

WE ASK THAT YOU PRE PAY AND PRE TIP FOR ALL ONLINE AND PHONE ORDERS. WE WILL TEXT YOU WHEN YOUR CARRYOUT ORDER IS READY, AND PROVIDE CURBSIDE PICK UP IF YOU CALL US WHEN YOU ARRIVE.

PLEASE MAKE EVERY EFFORT TO WAIT UNTIL YOU HAVE RECEIVED A "YOUR ORDER IS READY" TEXT BEFORE COMING IN TO PICK UP YOUR ORDER. IN ADDITION, UPON YOUR REQUEST WE WILL RING YOUR BELL AND LEAVE YOUR DELIVERY ORDER ON YOUR DOORSTEP WHENEVER POSSIBLE.

THANK YOU TO OUR LOYAL CUSTOMERS FOR YOUR CONTINUED CONFIDENCE AND TRUST IN OUR PEOPLE AND OUR COMPANY.

SINCERELY,

CARDINAL PIZZA

BOB WILLIAMSON

ORDER ONLINE @ WWW.CARDINALPIZZASHOP.COM

CALL 614-423-8717



Name your
business &
register with
State of Ohio

1

Choose your name after doing an Ohio Business Search, Trademark search and a Whois.com search to make sure your name is new and not already taken. Then register at the Ohio Secretary of State website, file for a Trade Name, and purchase a domain name for a website and email.

Keep
business
money
separate from
personal
money

2

Go online and get an EIN number for your business. Open a separate bank account or credit union account to keep your business money separate and allow you to accept credit/debit cards or online payments. Make spreadsheets to track money or get an accounting program.

Get any
licenses
needed for
your
business

3

If you open a restaurant, nail salon, health business, school, or many other types of business, you need a special license. Search for business license rules at the State of Ohio.

Make sure
your business
will work
before paying
for a store or
building

4

Before you make a big decision like renting a store, test your business by starting in a shared space, a "business incubator" or from your home. Make sure your plan to get customers and make money works. Take classes, read and ask for advice.

Advertise a lot.
Hire employees
carefully.
Know about and
pay all taxes.

5

Once your business is open, make sure everyone knows! Create professional-looking advertising and signs. Make sure you are following all of the rules for paying payroll tax, sales tax and income taxes to the city, state and U.S. government.

Do these steps in order. Create a legal business in Ohio using this guide from Elevate Northland.



Name your
business &
register with
State of Ohio

1

Choose your name after doing an Ohio Business Search, Trademark search and a Whois.com search to make sure your name is new and not already taken. Then register at the Ohio Secretary of State website, file for a Trade Name, and purchase a domain name for a website and email.

Keep
business

Go online and get an EIN number for your business. Open a separate bank account or credit

website and email.

Keep
business
money
separate from
personal
money

2

Go online and get an EIN number for your business. Open a separate bank account or credit union account to keep your business money separate and allow you to accept credit/debit cards or online payments. Make spreadsheets to track money or get an accounting program.

Get any

If you open a restaurant, nail

get an accounting program.

Get any
licenses
needed for
your
business

3

If you open a restaurant, nail salon, health business, school, or many other types of business, you need a special license. Search for business license rules at the State of Ohio.

**Make sure
your business
will work
before paying
for a store or
building**

4

Before you make a big decision like renting a store, test your business by starting in a shared space, a "business incubator" or from your home. Make sure your plan to get customers and make money works. Take classes, read and ask for advice.

Advertise a lot.
Hire employees
carefully.
Know about and
pay all taxes.

5

Once your business is open,
make sure everyone knows!
Create professional-looking
advertising and signs. Make sure
you are following all of the rules
for paying payroll tax, sales tax
and income taxes to the city,
state and U.S. government.

More Resources at ElevateNorthland.org | Find us on Facebook @ElevateNorthlandCbus!

Please ask
questions!

Type into comments
on Facebook or ask
on Zoom

Thank You!

www.elevatenorthland.org

info@elevatenorthland.org

614-887-7483