

# STARTING A BUSINESS PATHWAY



There are approximately 33.3M small businesses in the U.S., representing 99.9% of all businesses, and employing around 45.9% of the American workforce

*U.S. Small Business Administration, 2024*



## Small Business Startup Tool

Use this tool to see what is needed for your small business to hit the ground running

## Developing a Business Plan

Learn about the components of a business plan and how to create one that communicates your business' financial future and health



## Obtaining Financing and Funding for Your Small Business

Understand what is needed to obtain credit and the different types of credit available that can support your business operations

## Small Business Banking Services

Learn about the services financial institutions provide to support small businesses



## Customer Acquisition and Retention

This module gives simple steps to help you start and grow your customer base



This pathway walks you through the essential steps of starting and managing a successful small business, from planning and funding to daily operations and long-term growth.

