



## New Challenge Start-up Resource Guide

### Business Planning/Developing a Business Idea

- How to Write a Business Plan (Small Business Administration) - <https://www.sba.gov/writing-business-plan>
- Business Plans: A Step by Step Guide (Entrepreneurs.com) - <http://www.entrepreneur.com/article/247574>
- NYC Business Resources - (NYC.gov) - <http://www1.nyc.gov/nyc-resources/categories/business.page>
- Business Planning & Operation Free Courses (NYC Business Solutions) - [http://www.nyc.gov/html/sbs/nycbiz/html/summary/course\\_catalog\\_business\\_planning\\_and\\_operations.shtml](http://www.nyc.gov/html/sbs/nycbiz/html/summary/course_catalog_business_planning_and_operations.shtml)
- Fast Trac New Venture Course - (FastTrac) - <http://fasttrac.org/entrepreneurs/programs/FastTrac%20NewVenture.aspx>
- 2015 Resource Guide for Small Businesses - New York (Small Business Administration) - [https://www.sba.gov/sites/default/files/files/resourceguide\\_3135.pdf](https://www.sba.gov/sites/default/files/files/resourceguide_3135.pdf)
- New York State Business Trainings (NYSSBDC) - <http://www.nyssbdc.org/training/listtraining.aspx>
- The Business Guide (NYC Business Solutions) - [http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/getting\\_started/easy\\_start\\_business\\_guide.pdf](http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/getting_started/easy_start_business_guide.pdf)
- Start-Up Checklist (NYC Business Solutions) - [http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/getting\\_started/startupchecklist.pdf](http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/getting_started/startupchecklist.pdf)
- SCORE Free Small Business Mentoring (SCORE) - <https://newyorkcity.score.org/>
- Best Free Entrepreneurship Resources in NYC (Baruch College blog) - <http://blogs.baruch.cuny.edu/fieldcenter/2012/06/21/best-free-entrepreneurship-resources-in-nyc/>

## Marketing & Communication

- Marketing Free Courses (NYC Business Solutions) - [http://www.nyc.gov/html/sbs/nycbiz/html/summary/course\\_catalog\\_marketing\\_courses.shtml](http://www.nyc.gov/html/sbs/nycbiz/html/summary/course_catalog_marketing_courses.shtml)
- NYPL Science Industry & Business Library Events - <http://www.nypl.org/events/programs/sibl>
- General Assembly Events (some free seminars) - <https://generalassemb.ly/education?where=new-york-city&format=events>
- Marketing Plan Template (Forbes) - <http://www.forbes.com/sites/davelavinsky/2013/09/30/marketing-plan-template-exactly-what-to-include/>
- Marketing Plan Template (Entrepreneur.com) - <http://www.entrepreneur.com/formnet/form/828>

## Business Structure

- Structuring Your Business (NYC Business Solutions) - [http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/legal/business\\_legal\\_structure.pdf](http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/legal/business_legal_structure.pdf)

## Legal

- Information about Lawyers (NYC Business Solutions) - [http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/business\\_advisors/lawyers.pdf](http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/business_advisors/lawyers.pdf)
- Free Legal Assistance (NYC Business Solutions) - <http://www.nyc.gov/html/sbs/nycbiz/html/summary/legal.shtml>
- List of Pro-Bono Legal Resources (NYFirst) - [http://www.nyfirst.ny.gov/ResourceCenter/Data/ProBonoDiscServ\\_SmBiz.pdf](http://www.nyfirst.ny.gov/ResourceCenter/Data/ProBonoDiscServ_SmBiz.pdf)
- Small Business Legal Academy Events (Association of Pro Bono Counsel) - <http://www.probono.net/sbla/workshops/>
- NYC Bar Association Pro Bono Center (NYC Bar Association) - <http://www2.nycbar.org/citybarjusticecenter/pro-bono-center/pro-bono-center-overview>
- Pro Bono Legal (Lawyer's Alliance of NY) - <http://www.lany.org/lawyers.php>

## Funding/Fundraising

- Information about Accountants (NYC Business Solutions) - [http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/business\\_advisors/accountants.pdf](http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/business_advisors/accountants.pdf)
- Understanding Your Credit Report (NYC Business Solutions) - [http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/financing/credit\\_report.pdf](http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/financing/credit_report.pdf)

- Financing FAQ (NYC Business Solutions) - <http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/financing/Financing%20FAQ%20.pdf>
- Raising Financing (NYC Business Solutions) - [http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/financing/raising\\_financing.pdf](http://www.nyc.gov/html/sbs/nycbiz/downloads/pdf/educational/financing/raising_financing.pdf)
- About Microfinance (Kiva.com) - <http://www.kiva.org/about/microfinance>
- SBA Microloan Program (Small Business Administration) - <https://www.sba.gov/content/microloan-program>
- What is Microfinance & Resources (Grantspace.org) - <http://grantspace.org/tools/knowledge-base/Funding-Resources/General/microfinance>
- Microfinance Resources (Microfinance Club of NY) - <http://www.mfcny.org/content/resources>
- Microfinance Resources (Women Advancing Microfinance) - <http://www.wamny.org/jobs--resources.html>
- Top 10 Microfinance Companies (CNN Money) - [http://money.cnn.com/galleries/2011/smallbusiness/1107/gallery.top\\_microfinance\\_companies/2.html](http://money.cnn.com/galleries/2011/smallbusiness/1107/gallery.top_microfinance_companies/2.html)
- List of SBA Approved Lenders (Small Business Administration) - <https://www.sba.gov/tools/linc>
- New York Business Development Corporation Resources (NYBDC) - <http://www.nybdc.com/>