



INTERNATIONAL INSTITUTE FOR
BUILDING-BIOLOGY® & ECOLOGY

Business Support Program: IBE 320

Module 1 – Starting Your Business



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1 BUSINESS SUPPORT PROGRAM INTRODUCTION

Congratulations! If you're just starting your Building Biology practice, you're taking the first step in an exciting journey. If you've already started your business, you're to be commended for continuing your path towards continued success.

1.1 PURPOSE

The Business Support Program is specifically targeted to individuals who are engaged in one of the International Institute for Building-Biology & Ecology certification programs and who wish to start their own practice.

If you're in the beginning stages of setting up your business you will find information on the basics of business formation, finances and many templates and checklists to help you get started on the right foot.

If you've already started your business you will find helpful tips and techniques to advance your business and help it grow to meet your personal and professional goals.

The information contained in this program is condensed to give you the most *critical information* needed to start your business on the right foot.

1.2 FORMAT

The program is divided into two modules.

Module 1 –Basic - Starting Your Business

Module 2 – Advanced - Growing Your Business

Module 1 – Starting Your Business

What are my legal liabilities? What are my financial responsibilities? Do I need a website? What information should I have on my website? How do I get clients? How much should I charge? Where do I start?

These are all questions anyone starting a business for the first time will ask.

In this module you'll find answers to these questions and more. We'll start with the basics and give you information on the necessary activities involved in starting your business.

We'll also give you questions to ask – questions to ask yourself, your attorney and your accountant. The answers to these questions will help guide you in starting and operating a successful business.

The business plan section will also include information and tips for marketing your business and getting new clients.

- **Legal** – This section provides an understanding of the different legal forms that are options for your business.

It will give you suggestions to find an attorney if you don't already have one, and includes suggested questions to ask your attorney, so that you understand your legal liabilities and obligations as a business owner.
- **Finance and Accounting** – This section provides background to understand different accounting terms options for your own business. You will learn about different methods of finance tracking to help select the right one for you.

It also includes questions to ask your accountant and a quick-start list to get you off on the right foot.
- **Business Plan** – This section provides information for both a full business plan, which can be used if you are going to obtain financing business and a “short form” which can be used if you are not getting outside funding. Both have questions that you should answer so that you are clear about your goals, priorities and operating guidelines.
- **Developing a Website** – This section provides information for setting up your website, and suggested content include with specific examples.

It also includes a lot of information on whether or not to design the site yourself or hire a professional designer and guidelines for both options.
- **Toolkit** – This section includes more detailed information on several topics, website page examples and templates.

SO LET'S GET STARTED!

Toolkit

This toolkit contains detailed information that may be useful in starting your business, especially the workflow and “paperwork” of your business. The Web Content section has several pages from current BBEC’s which is copyright protected, so if you use any of their content be sure to either attribute their website or rework the concepts into your own writing style.

Business Plans

- Elements of a Detailed Business Plan
- Detailed Business Plan Example

Financial

- Cash Flow Instructions
- Cash Flow Example
- Setting Your Fees

Form of Business

- Business Structure – Basic Corporation
- Limited Liability Company
- S Corporation
- Partnership
- Sole Proprietorship

References

- Healthy Home Standards for Conventional Construction
- Standard for Building Biology Testing Methods – IBE SBM-2008C v3.6

Sample Forms & Checklists

- Proposals
- Pre-Assessment Questionnaire
- Assessment Guide
- Checklists & Worksheets
- Reports

Website Content

- Various sample pages, references and articles