



Roadmap Guide: How to Start and Grow a Small Business in the United States

Starting and growing a small business in the U.S. requires clarity, structure, and compliance. This practical guide provides a step-by-step roadmap for aspiring entrepreneurs to turn an idea into a thriving business, aligned with legal and strategic frameworks.

1. Define Your Business Idea and Value Proposition

- - Identify a real customer problem and validate your solution.
- - Conduct market research and competitor analysis.
- - Clarify your unique value proposition and key differentiators.

2. Choose a Business Structure

- - Sole Proprietorship, LLC, Corporation (S-Corp or C-Corp), or Partnership.
- - Consider liability, taxation, and management flexibility.
- - Consult a legal or tax advisor for personalized guidance.

3. Register Your Business

- - Choose a business name and check its availability.
- - Register with the state and obtain an EIN (Employer Identification Number) from the IRS.
- - Apply for necessary licenses and permits based on your industry and location.

4. Set Up Finances and Accounting

- - Open a business bank account.
- - Separate personal and business finances.
- - Choose accounting software or hire a bookkeeper/CPA.

5. Build Your Brand and Online Presence

- - Design a logo and define brand guidelines.
- - Build a professional website and create business profiles on social media.
- - Set up Google My Business and optimize for local SEO.

6. Launch and Market Your Business

- - Develop a launch plan and promotional offers.
- - Use email marketing, content marketing, and paid ads to reach customers.
- - Attend networking events and join local chambers of commerce.

7. Grow and Scale

- - Monitor key performance indicators (KPIs) and customer feedback.
- - Automate processes and invest in team building.
- - Explore funding options: SBA loans, grants, investors, or crowdfunding.



How to Use This Guide?

- Download and share it with your team.
- Apply the steps one by one or customize them based on your context.
- Connect with **K-OS INNOVATION** if you want strategic support.

Susana Margarita Sierra Murillo

Chief Financial Officer / CFO

K-OS Innovation S.A.S. / LLC

[susana@kosinnovation.com] | [+1 3525515361 EEUU / +57 3187126598 COL]

www.kosinnovation.com