

Worksheet 9: 90-Day Goal Tracker

Your Arkansas launch roadmap. At just \$45 to file, Arkansas is one of the cheapest startups in the series. The Walmart supplier ecosystem in NWA is your biggest opportunity.

DAYS 1-10: LEGAL FOUNDATION

- ☐ Chose business name — passed all checks (Arkansas SOS, TESS, Google, domain)
- ☐ Filed Articles of Organization at sos.arkansas.gov — \$45 ✓ Filing date: _____
- ☐ Applied for EIN at irs.gov — EIN: _____
- ☐ Filed BOI Report at fincen.gov/boi — Date filed: _____
- ☐ Drafted Operating Agreement
- ☐ Registered with Arkansas DFA at dfa.arkansas.gov — free
- ☐ Applied for city business license (Little Rock / Bentonville / Fayetteville / Fort Smith as applicable)
- ☐ Set May 1 Franchise Tax reminder — \$150 due every year
- ☐ Set Arkansas income tax quarterly reminder (April 15, June 15, Sept 15, Jan 15)

DAYS 11-20: INSURANCE, VEHICLE, BANKING

- ☐ Got 3+ commercial auto insurance quotes — chosen: _____ for \$ _____/yr
- ☐ Purchased commercial auto insurance — bound date: _____
- ☐ Purchased general liability insurance — bound date: _____
- ☐ Purchased cargo insurance — bound date: _____
- ☐ AC system serviced — non-negotiable before Arkansas summer
- ☐ Opened business checking account — bank: _____ date: _____
- ☐ Set up Wave accounting (free) — waveapps.com
- ☐ Set up Stride mileage tracker (free) — stridehealth.com
- ☐ Downloaded Waze and NWS weather apps (Izk for Central AR, tsa for NWA)
- ☐ Set up Google Business Profile — live date: _____
- ☐ Set up LinkedIn profile with Arkansas courier keywords

DAYS 21-30: MARKET PREPARATION

- ☐ Drove NWA — Walmart Home Office, supplier row in Bentonville, Tyson HQ in Springdale
- ☐ Drove Little Rock — UAMS, Baptist Health, AR Children's Hospital, state agency buildings
- ☐ Built target client list — minimum 50 names across all Arkansas markets
- ☐ Researched Walmart supplier qualification and UAMS vendor processes
- ☐ Learned I-49 NWA corridor — Bentonville to Fayetteville to Fort Smith
- ☐ Began first outreach calls / emails

DAYS 31-90: LAUNCH & BUILD

- ☐ Week 5: 8-10 new outreach contacts per day
- ☐ Week 6: Follow up all prior contacts; request trial runs
- ☐ Week 7: First 3 recurring clients secured — monthly revenue: \$ _____
- ☐ Week 8: Review inter-city pricing (Little Rock-NWA, Little Rock-Fort Smith runs)
- ☐ Week 10: Review P&L; — is tax reserve at 30-35%?
- ☐ Week 12: Target revenue \$3,500-\$5,500/month reached? Actual: \$ _____
- ☐ Day 90: May 1 Franchise Tax reminder confirmed

KEY ARKANSAS DATES & REMINDERS

Obligation	Due	Your Notes
Arkansas Franchise Tax Report	May 1 — every year	Amount: \$150 minimum
Arkansas Q1 estimated tax	April 15	Amount: \$ _____
Arkansas Q2 estimated tax	June 15	Amount: \$ _____
Arkansas Q3 estimated tax	September 15	Amount: \$ _____
Arkansas Q4 estimated tax	January 15	Amount: \$ _____
City business license renewal	Annual (varies by city)	Renewal date: _____
Tornado season peak	April – May	Emergency kit ready ✓
AC system service	Spring (before May)	Service date: _____
Commercial insurance renewal		Renewal date: _____

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■ Password: **ARKANSAS2026**