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Worksheet 9: 90-Day Goal Tracker

Your Delaware launch roadmap. NO sales tax is your pitch advantage on every client call. Wilmington legal, Christiana Care healthcare, and AstraZeneca life sciences are your three anchor markets.

DAYS 1-10: LEGAL FOUNDATION

- ☐ Chose business name — passed all checks (DE Division of Corps, TESS, Google, LinkedIn, domain)
- ☐ Filed Certificate of Formation at corp.delaware.gov — \$90 ✓ Filing date: _____
- ☐ Applied for EIN at irs.gov — EIN: _____
- ☐ Filed BOI Report at fincen.gov/boi — Date filed: _____
- ☐ Drafted Operating Agreement (essential for bank and corporate client vendor onboarding in DE)
- ☐ Obtained Delaware Business License at revenue.delaware.gov — \$75/year
- ☐ Registered with Delaware Division of Revenue at revenue.delaware.gov — free
- ☐ Applied for Wilmington city license at wilmingtonde.gov (if Wilmington-based)
- ☐ Set June 1 franchise tax reminder — \$300 due every year (NOT formation anniversary)
- ☐ Set Delaware income tax quarterly reminder (April 30, June 15, Sept 15, Jan 15)

DAYS 11-20: INSURANCE, VEHICLE, BANKING

- ☐ Got 3+ commercial auto quotes — chosen: _____ for \$_____/yr
- ☐ Purchased commercial auto insurance — bound date: _____
- ☐ Purchased general liability insurance — bound date: _____
- ☐ Purchased cargo insurance — bound date: _____
- ☐ All-season tires confirmed (DE winters require it)
- ☐ Vehicle washed and professionally presented
- ☐ Opened business checking account — bank: _____ date: _____
- ☐ Set up Wave accounting (free) — waveapps.com
- ☐ Set up Stride mileage tracker (free) — stridehealth.com
- ☐ Downloaded Waze and Delaware 511 (deldot.gov)
- ☐ Set up Google Business Profile — live date: _____
- ☐ Set up LinkedIn profile — professional photo, Delaware courier keywords

DAYS 21-30: MARKET PREPARATION

- ☐ Walked Wilmington legal district — Rodney Square area, law firm office buildings
- ☐ Drove Christiana Care / Nemours campus in Newark — access points and parking
- ☐ Drove AstraZeneca and Incyte campuses in Wilmington
- ☐ Drove Dover corridor — US-13, state agency buildings, Dover AFB access
- ☐ Built target client list — minimum 40 names (Delaware is a smaller market)