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Worksheet 9: 90-Day Goal Tracker

Your Pennsylvania launch roadmap. The \$7 annual report is the best deal in the series. Penn Medicine/CHOP (Philadelphia) and UPMC (Pittsburgh) are two of the nation's top healthcare systems — both anchor targets.

DAYS 1-10: LEGAL FOUNDATION

- ☐ Chose business name — passed all checks (PA Dept. of State, TESS, Google, LinkedIn, domain)
- ☐ Filed Certificate of Organization at business.pa.gov — \$125 ✓ Filing date: _____
- ☐ Applied for EIN at irs.gov — EIN: _____
- ☐ Filed BOI Report at fincen.gov/boi — Date filed: _____
- ☐ Drafted Operating Agreement
- ☐ Registered with PA Dept. of Revenue at mypath.pa.gov — free
- ☐ Registered for Local Earned Income Tax at dced.pa.gov — found local rate: _____%
- ☐ Applied for Philadelphia business privilege license at phila.gov/business (if Phila-based)
- ☐ Applied for Pittsburgh business privilege license at pittsburghpa.gov (if Pittsburgh-based)
- ☐ Set April 15 annual report reminder — \$7 due every year (cheapest in the series!)
- ☐ Set PA income tax quarterly reminder (April 15, June 15, Sept 15, Jan 15)
- ☐ Set up E-ZPass PA account at ezpasspa.com (required for Turnpike users)

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: _____
- ☐ Winter tires confirmed (Pittsburgh / Turnpike runs: strongly recommended)
- ☐ Emergency winter kit assembled in vehicle
- ☐ Opened business checking account — bank: _____ date: _____
- ☐ Set up Wave accounting (free) — waveapps.com
- ☐ Set up Stride mileage tracker (free) — stridehealth.com
- ☐ Downloaded Waze and PennDOT 511 (511pa.com)
- ☐ Set up Google Business Profile — live date: _____

DAYS 21-30: MARKET PREPARATION

- ☐ Drove Philadelphia — Penn Medicine (University City), CHOP, Jefferson Health, Comcast Tower
- ☐ Drove Philadelphia University City corridor — loading zones, parking, one-way streets
- ☐ Drove Pittsburgh — UPMC campuses (Oakland / Shadyside), Allegheny Health, CMU
- ☐ Drove Pittsburgh hills — identified large vehicle restrictions on key delivery streets

- ☐ Drove Lehigh Valley — Amazon warehouse cluster, DHL/UPS/FedEx hub access points
- ☐ Built target client list — minimum 50 names across Pennsylvania markets
- ☐ 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 Turnpike corridor pricing — are tolls covered in your rates?
- ☐ Week 10: Review P&L; — is combined state + local + federal tax reserve at 35-40%?
- ☐ Week 12: Target revenue \$5,000-\$8,500/month reached? Actual: \$_____
- ☐ Day 90: April 15 annual report reminder confirmed — \$7

KEY PENNSYLVANIA DATES & REMINDERS

Obligation	Due	Your Notes
Pennsylvania LLC annual report	April 15 — every year	Amount: \$7 (cheapest in series!)
PA Q1 estimated income tax	April 15	Amount: \$_____
PA Q2 estimated income tax	June 15	Amount: \$_____
PA Q3 estimated income tax	September 15	Amount: \$_____
PA Q4 estimated income tax	January 15	Amount: \$_____
Philadelphia business privilege license renewal	Annual	Renewal date: _____
E-ZPass PA account balance	Monthly	Balance: \$_____
Winter vehicle prep	Before November	Done date: _____
Commercial insurance renewal		Renewal date: _____

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