

Calculate your startup costs

Starting your own business is an exciting chapter in life – you’re finally putting pen to paper and launching something into the world. Here are some of the key costs to keep in mind: you can add or remove any of these if not applicable to your business.

One-off costs

Legal	Registering your business	
	Licences	
	Permits	
	Legal expenses (such as solicitor fees)	
	Intellectual property costs	
Commercial space/ studio/office	Land/building/lease deposit/advance rent	
	Setup/renovation	
	Furniture	
	Specialist equipment/tools	
	Office supplies	
	Commercial vehicles (include insurance and permits)	
Tech setup	Hardware (computers)	
	Software	
	Website (setting up, design work)	
	IT costs (such as setting up wifi)	
Marketing and branding	Branding	
	Paid marketing	
	Logo design	
	Signage	
	Flyers/promotional materials	
	Business cards and stationery	
Stock	Initial stock	
	Premises stock	
	Raw materials	
	Displays	
	Packaging	
Other	Unexpected expenses	
	Emergency fund	

Recurring costs

Premises	Rent	
	Utilities (including business rates)	
Staff	Salaries	
	Insurance	
	Pension contributions	
	Benefits	
	Taxes	
Marketing	Agency work	
	Paid social channels	
	Paid campaigns (digital and physical adverts)	
Day-to-day expenses (studio/office supplies)		
Insurance		
Technology	Subscriptions	
	IT maintenance	
Other	Unexpected costs	

Initial funding

Find out how much funding you should aim to source before you get started.

One-off costs (total):	
First three months of recurring costs (total plus any budget for unforeseen small expenses):	
First six months of recurring costs (not needed but good to keep in mind):	
Emergency fund:	
Total initial funding:	
Other – specific to your industry:	

Make sure to include any specific costs from operating in your industry. For instance, you need to get a music licence if you regularly play live or recorded music, or specific insurance if you're opening a gym to comply with the law.