Careful research of the industry and consumer makeup must be conducted before starting up a business. Some business owners choose to hire market research firms to aid them.

- **Insurance, License, Permit Fees**
- **Equipment & Supplies**
- **Advertising & Promotion**
- **Borrowing Costs**

In most areas, businesses are expected to submit to health inspections and authorizations and obtain certain business licenses and permits. Advertising and promoting the business is much more than ad placement. It also includes marketing - everything a company does in order to attract clients to the business.

Every business type requires some form of equipment and basic supplies. Before adding equipment expense to the list of startup costs, a decision has to be made: to lease, or to buy.

Starting up any kind of business requires an infusion of capital. There are two ways to acquire capital for a business: equity financing and debt financing.

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CoSN’s Peer Review program has been developed in direct response to district leaders’ requests for help in applying best practices that will measurably advance their technology goals strategically, systematically, and successfully.

### Five reasons for you to consider the CoSN Peer Review:

1. **A Carefully Vetted Best Practice Matrix**
   - The program uses a publicly available framework created by CoSN, the Digital Leap Matrix, to align actual practice with known best practices for a school system’s technology operations.

2. **Reviewers are Current Practitioners**
   - The program uses seasoned practitioners currently employed or very recently retired from a school district to conduct reviews thus ensuring a working knowledge of technology management best practices as they exist today, not as they were years ago.

3. **Observations Informed by Data**
   - The program uses a proprietary data set collected as a part of two nationwide surveys of school districts to create peer group filters to form a relevant basis of comparison with key operational variables.

4. **Unbiased & Vendor Neutral Observations**
   - The program is a focused member service and not a consulting firm. CoSN does not have a conflict of interest in generating additional consulting business or serving as an extended third party provider.

5. **A Reasonable Investment in Your District’s Digital Future**
   - Districts commonly use this program to support technology planning and leadership transitions. The program is $11,000 inclusive of all travel expenses (Continental U.S) for districts with an enrollment of up to 20,000 students.

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For more information:
- [COSN.org/PeerReview](http://COSN.org/PeerReview)
- [COSN.org/Matrix](http://COSN.org/Matrix)