What is really important to me?
Only you know the desires and dreams you have for your business as well as yourself and your loved ones.

What do I need to do to help make my dreams a reality?
Have you charted the necessary steps to make these things happen?

What might dramatically interfere with my dreams?
Would you be able to fulfill the vision you have for your business if you experienced... an unexpected loss to your business location or inventory... a liability lawsuit... the loss of a key employee or partner... the sudden death or disability of yourself or another individual who is critical to the business?

Are you prepared to weather a disaster and keep your dreams intact?
These are some pretty tough questions. You may be asking yourself “Where would I even start?” Your State Farm® agent can help!

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**Business Life Cycle Definitions**

**Start-Up Stage**
You are establishing the business, pouring profits back into the business, and testing your business plan.

**Growth Stage**
Your business’ sales and customers are increasing. The business is dealing with growth, as well as competition. The business may increase the number of employees. This is often the time when the business owner may need to re-evaluate the business plan and finances.

**Maturity Stage**
By this stage, the business has built a stable, loyal customer base. Growth is stable. You will continue to evaluate the market and look for ways to improve the business and adjust to market conditions.

**Transfer Stage**
In this stage, the business owner retires, closes the business, or sells the business.

**Business Asset Protection**
Insurance to protect your property and liability exposures

**Employer Liabilities**
Insurance to protect your employees when injured on the job and for your business to protect from any third party lawsuits stemming from those work related injuries.

**Business Continuation**
A plan (upon the death of a business owner) which allows surviving owners to continue the business without interference from the deceased owner’s heirs, creates a guaranteed market for the business interest, establishes the value of the business for federal estate tax purposes, and provides liquidity for the estate of the deceased owner by turning the business interest into cash.

**Owner/Executive Benefits**
Individualized benefit plans for business owners, top executives/management, and highly compensated employees; examples include Executive Bonus, Non-Qualified Deferred Compensation, and Split Dollar Life Insurance.

**State Farm Bank® Visa® Business Credit Card**
Credit card designed for business owners to help manage their business.

**State Farm Bank® Deposit products**
Variety of deposit products for a business owner’s personal financial needs.

**Employee Benefits**
Various non-wage compensation packages provided to employees in addition to their normal wages for the purpose of increasing the economic security of the employees; examples are group life insurance and business retirement plans.
## Business Life Cycle

### Start-Up Stage

<table>
<thead>
<tr>
<th>For the Business</th>
<th>For the Owner Key Person</th>
<th>For All Employees</th>
</tr>
</thead>
</table>
| **Business Asset Protection**  
Business Auto, Business Owner policy or Contractor policy, Bonds, Commercial Liability Umbrella, and Inland Marine | **Owner/Executive Benefits**  
Individual Health, Life, and Disability Insurance | **Employer Liabilities**  
Worker’s Compensation |
| **Employer Liabilities**  
E&O/Professional EPLI | **Business Expansion**  
Visa® Business Card | **Employer Benefits**  
Worker’s Compensation |
| **Business Continuation**  
Buy/Sell (Agreement Phase) | **Business Continuation**  
Credit/Mortgage Disability | **Employer Benefits**  
Individual Health Insurance, Group Life, Hospital Income, Disability Income, Business Retirement Plans |

### Growth Stage

<table>
<thead>
<tr>
<th>For the Business</th>
<th>For the Owner Key Person</th>
<th>For All Employees</th>
</tr>
</thead>
</table>
| **Business Asset Protection**  
Increased Coverage for Business Lines, adding additional coverages. | **Owner/Executive Benefits**  
Expanded Health, Life, and Disability Insurance Coverage | **Employer Liabilities**  
Worker’s Compensation |
| **Employer Liabilities**  
E&O/Professional EPLI | **Business Expansion**  
Bank Deposit Products | **Employer Benefits**  
Advanced/Selective Retirement Plans |
| **Business Continuation**  
Buy/Sell (Term Phase) | **Employee Benefits**  
Business Retirement Plans | **Owner/Executive Benefits**  
Deferred Compensation, LTC |

### Maturity Stage

<table>
<thead>
<tr>
<th>For the Business</th>
<th>For the Owner Key Person</th>
<th>For All Employees</th>
</tr>
</thead>
</table>
| **Business Asset Protection**  
Increased Coverage for Business Lines, adding additional coverages. | **Owner/Executive Benefits**  
LTC Coverage, Executive Benefit Plans, Executive Bonus, Split-Dollar Non-Qualified Deferred Compensation | **Employer Liabilities**  
Worker’s Compensation |
| **Business Continuation**  
Buy/Sell (Permanent Phase) | **Employee Benefits**  
Business Retirement Plans | **Employee Benefits**  
Distribution Planning (Retirement) |
| **Owner/Executive Benefits**  
Key Person Insurance, Credit/Mortgage Disability, Business Valuation | **Business Continuation**  
Buy/Sell (Business Succession) | **Employee Benefits**  
Asset Transfer/Rollover, Distribution Planning |

### Transfer Stage

<table>
<thead>
<tr>
<th>For the Business</th>
<th>For the Owner Key Person</th>
<th>For All Employees</th>
</tr>
</thead>
</table>
| **Business Asset Protection**  
Products and Completed Operations Liability Policy | **Owner/Executive Benefits**  
Estate Planning | **Employer Liabilities**  
Worker’s Compensation |
| **Employee Benefits**  
Distribution Planning | **Employee Benefits**  
Business Retirement Plans | **Employer Benefits**  
Advanced/Selective Retirement Plans |
| **Business Continuation**  
Buy/Sell (Business Succession) | | **Owner/Executive Benefits**  
Deferred Compensation, LTC |

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*Not all products and coverages are available in all States.*