

LAUNCH YOUR CANADIAN PRODUCT-BASED BUSINESS IN 5 DAYS

A Practical Course for Ecommerce Founders and First-Time Importers in Canada

Welcome to the 5-Day Launch Course. Over the next five days, you will receive a series of practical, no-fluff resources to help you plan, set up and prepare your business for launch in Canada.

How to use this workbook: Print this document. Use the vision worksheet to clarify your idea, and use the daily trackers to hold yourself accountable as the course emails arrive in your inbox.

Course Overview

Day 1: Foundation & Structure

Establish your legal footing and choose an appropriate business structure.

Day 2: Budgeting & Capital

Estimate your startup costs, monthly expenses and working-capital needs.

Day 3: Sourcing & Suppliers

Vet suppliers, identify red flags and compare quotations.

Day 4: Importing & Landed Costs

Understand key sea-freight concepts and calculate your estimated landed cost per unit.

Day 5: Pre-Flight Launch Check

Test your systems, marketing, and checkout before going live.

1. Your Business Vision

A successful business needs a clear focus. Before Day 1 begins, define exactly what you are building.

My Business Idea (What are you selling?)

My Target Customer (Who exactly is buying it?)

My Business Model (e.g., E-commerce, wholesale, B2B services)

My Province of Operation

My Estimated Launch Date

2. Five-Day Progress Tracker

Check off each action item as you receive your daily course emails and complete the assigned worksheets.

Day 1: Foundation & Structure

Resources included in today's email

Small Business Startup Checklist • Business Structure Decision Worksheet

- ☐ Read the Small Business Startup Checklist.
- ☐ Complete the Business Structure Decision Worksheet.
- ☐ Decide whether to operate as a sole proprietorship, partnership, or corporation.
- ☐ Verify your intended business name in your provincial registry.

Day 2: Budgeting & Capital

Resource included in today's email

Business Startup Budget Planner

- ☐ Read the Example Startup Budget.
- ☐ Fill out the Blank Budget Worksheet with your estimated numbers.
- ☐ Calculate your working capital reserve separate from your startup expenses.
- ☐ Determine how you will fund the total cash required.

Day 3: Sourcing & Suppliers

Resources included in today's email

Supplier Due Diligence Checklist • Supplier Comparison Worksheet

- ☐ Review the Supplier Due Diligence rules to spot manufacturing red flags.
- ☐ Identify and request comparable quotations from at least three potential suppliers.
- ☐ Normalize their quotes (using same quantities/specs) and fill out the Comparison Worksheet.
- ☐ Identify your preferred supplier candidate, pending final verification, sample approval and written terms.

Day 4: Importing & Landed Costs

Resources included in today's email

Sea Freight Cheat Sheet • Landed Cost Workbook

- ☐ Review the Sea Freight Cheat Sheet to understand logistics and destination fees.
- ☐ Research the likely 10-digit Canadian tariff classification and confirm it with your customs broker before importing.
- ☐ Complete the Landed Cost Workbook using quotes from your chosen supplier and freight forwarder.
- ☐ Calculate your true cost per saleable unit.

Day 5: Pre-Flight Launch Check

Resource included in today's email

Your Final Business Launch Checklist

- ☐ Review the Business Setup and Digital Storefront sections.
- ☐ Test your checkout, payment processor, and confirmation emails.
- ☐ Confirm that privacy, email consent, returns, shipping and customer-support information are visible and working.
- ☐ Complete the Final Risk Check (insurance, terms, security).
- ☐ Score your launch readiness.

3. My Next 7 Days

My most important unfinished task:

The person or professional I need to contact:

The system I still need to test:

My revised launch date:

My first marketing action:

My first sales goal:

4. Course Reflection

The biggest risk I discovered:

The cost I originally forgot:

The decision I feel more confident about:

My next immediate action:

Launch Stack: Tools to Power Your Business

Start strong with these trusted platforms. Some links are affiliate or referral links.

Build your store: [Shopify](#) →

Business banking: [Venn](#) →

Supplier payments: [Wise](#) →

Business savings: [EQ Bank](#) →

Professional email: [Google Workspace](#) →

Design your brand: [Canva](#) →



Created by Demie Balhara

Founder, Life Built in Canada

Keep the momentum going.

Explore my recommended startup tools and available partner offers at:

lifebuiltincanada.com/resources

Educational information only. Every business is different. Consider obtaining professional legal, tax, insurance or financial advice for your circumstances. Some links in this workbook are affiliate or referral links. Life Built in Canada may receive a commission or bonus at no additional cost to you.