Startup Checklist

Solid foundations. Clear direction.

Tick what is in place. Use the action space for anything that needs attention.

- [ ] Define the customer and problem you solve
- [ ] Describe your offer in one sentence
- [ ] Check demand through real conversations
- [ ] List setup and recurring costs
- [ ] Work out pricing and delivery capacity
- [ ] Choose a workable sales and enquiry process
- [ ] Identify registrations, insurance and permissions to check
- [ ] Separate business records and track income and costs
- [ ] Agree your first three marketing actions
- [ ] Set a 90-day review date

My next three actions, owners and deadlines