

# First 100 days: The start-up checklist every new business needs

With the help of some of the country's top start-up businesses, we've compiled an essential checklist of the key tasks and activities that need to be considered in the first 100 days of starting any business.



## Days 1-30

- ☐ Don't quit the day job until you have to
- ☐ Talk to business owners and peers that you know and trust
- ☐ Consider a co-founder
- ☐ Join an online business community
- ☐ Define your customer profile
- ☐ Research the market
- ☐ Assess the competition
- ☐ Draw up a brief business plan
- ☐ Choose a business name
- ☐ Register a website (or two)
- ☐ Make a list of suppliers and distribution partners
- ☐ Make something you can show people – an MVP
- ☐ Find your first customers
- ☐ Look for small business grants and/or consider raising investment

## Days 31-80

- ☐ Register your business with Companies House
- ☐ Get a logo
- ☐ Build a website
- ☐ Get social
- ☐ Get a business bank account

## Days 81-100

- ☐ Make your first hire(s) if you can afford to
- ☐ Get an accountant or purchase accountancy software
- ☐ Test, measure and iterate your business concept
- ☐ Develop stories
- ☐ Lastly, make sure you can walk before you run!

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