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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