

A 30 Point Checklist for Your Startup

So you want to start a business – congratulations! Once you get over the initial excitement, it's time to break down the process of launching your startup into manageable chunks.



What You Need to Do Now

- ☐ 1. Determine viability
- ☐ 2. Create a business plan
- ☐ 3. Figure out the money
- ☐ 4. Get family behind you
- ☐ 5. Choose a business name
- ☐ 6. Register a domain name
- ☐ 7. Incorporate / figure out legal structure
- ☐ 8. Apply for an EIN
- ☐ 9. Investigate and apply for business licenses
- ☐ 10. Set up a website
- ☐ 11. Register social media profiles
- ☐ 12. Start your revenue stream
- ☐ 13. Rent retail or office space
- ☐ 14. Order business cards
- ☐ 15. Open a business bank account
- ☐ 16. Set up your accounting system

- ☐ 17. Assign responsibilities to co-founders

What You Can Do A Bit Later

- ☐ 18. Upgrade your smartphone and choose apps
- ☐ 19. Find free advice
- ☐ 20. Consult your insurance agent and secure coverage
- ☐ 21. Hire your first employee
- ☐ 22. Line up suppliers and service providers
- ☐ 23. File for trademarks and patents
- ☐ 24. Work your network
- ☐ 25. Don't waste time on "partnerships"
- ☐ 26. Refine your pitch
- ☐ 27. Refine your product, and marketing and sales approach
- ☐ 28. Secure your IT
- ☐ 29. Get a salesperson or sales team in place
- ☐ 30. Get a mentor

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