First 90 days: The start-up checklist every new small business needs

We've compiled an essential checklist of the key tasks and activities that need to be considered in the first 90 days of starting a new small 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
- [ ] Get family and friends on board with you
- [ ] Consider a co-founder
- [ ] Join an online business community
- [ ] Define your customer profile
- [ ] Research the market
- [ ] Assess the competition
- [ ] Develop a brief business plan
- [ ] Choose a business name
- [ ] Register a website domain name (or two)
- [ ] Make a list of suppliers and distribution partners
- [ ] Make something you can show people
- [ ] Find your first customers
- [ ] Look for small business grants and/or consider raising investment
- [ ] Decide if you need premises or can work from home

Days 30-60

- [ ] Register your business
- [ ] Design a logo
- [ ] Build a simple website
- [ ] Set up your social media profiles
- [ ] Set up your business banking
- [ ] Set up your accounting system
- [ ] Assign responsibilities to co-founders

Days 60-90

- [ ] Take out insurance
- [ ] Hire your first employee (if required)
- [ ] Set up your contact management system
- [ ] Create press releases and advertisements
- [ ] Purchase relevant equipment
- [ ] File for trademarks and patents (if required)
- [ ] Refine your pitch
- [ ] Refine your product, marketing and sales approach
- [ ] Start your revenue stream - don't wait for things to be perfect
- [ ] Launch with a bang!

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