

Pre-Launch Checklist

Business Idea Validation:

- Have you identified a clear problem your business will solve
- Have you conducted market research to understand customer needs and competition?
- Have you surveyed potential customers for feedback on your idea?
- Have you developed a minimum viable product (MVP) to test in the market?

Business Plan Creation:

- Have you outlined your business model and unique selling proposition (USP)?
- Have you completed a market analysis, including identifying competitors and target customers?
- Have you set clear financial goals and projections?
- Have you planned your marketing strategy to attract and retain customers?

Legal and Structural Setup:

- Have you chosen the appropriate legal structure for your business (e.g., sole proprietorship, LLC)?
- Have you registered your business with the state and obtained necessary licenses and permits?
- Have you opened a business bank account to separate personal and business finances?
- Have you applied for an Employer Identification Number (EIN) for tax purposes?

Financial Preparation:

- Have you created a budget for startup costs and initial operating expenses?
- Have you set up an accounting system or selected accounting software?
- Have you researched potential funding options (e.g., personal savings, loans, investors)?

Insurance and Risk Management:

- Have you obtained business insurance (e.g., general liability, property)?
- Have you identified potential risks and developed a contingency plan?

Mindset and Motivation:

- Have you set personal goals for your business journey?
- Do you have a support system (e.g., mentors, business groups) in place?