

# Starting A Company Checklist

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## **Develop Your Business Idea**

Start with a focused idea that solves a real problem for a specific group of people. If you can't explain it in one sentence, it's not clear enough yet.

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## **Proper Planning and Researching Your Idea**

Study your market, find out who your competitors are, and talk to potential customers. Good research saves time, money, and effort down the line.

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## **Developing a Business Plan**

A brief 3-page plan that covers your product, financial projections, realistic marketing strategy, pricing, and goals is enough to start.

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## **Test Your Business Idea**

Before you build anything, test your idea with real people - finding MARKET FIT is critical! Use surveys, presales, or interviews to see if people actually want what you're offering.

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## **Decide Whether to Go Forward or Not**

Look at the results of your testing. If no one's interested or paying, revise your idea or stop. Make a smart GO or NO-GO decision.

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## **Financing Your Business**

Figure out how much money you really need. Decide if you'll bootstrap, crowdsource, raise, or borrow funds - but don't borrow money unless you must.

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## **Incorporating and Legal Stuff**

Choose a legal structure (like LLC or sole prop), register your business, get an EIN, and set up a business bank account.

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## **Building the Actual Business**

Start small with a basic product or service offering. Get something live quickly so you can get feedback and improve fast.

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## **How to Market Your Business**

Pick 1-2 marketing channels and show up consistently. Start with your network and early supporters, then grow from there.

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## **Daily Operations**

Set up simple tools and systems to run things day to day. Keep your workflows lean and easy to manage until you grow.

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## **Growing Your Business**

Double down on what's working, automate where possible, and focus on delivering more value. Growth comes from consistency, not complexity.