

Startup Launch Checklist

The essential steps to start a business, in five stages from idea to launch.

Work through each stage in order. If you can't tick most items in a stage, go back and finish it before moving on. That discipline saves money.

1 Idea & opportunity

- ☐ Describe the problem you solve in one sentence
- ☐ Define your ideal customer (who, where, what they need)
- ☐ List your top 3–5 competitors and how you are different
- ☐ Check that you have the skills, time and money to start
- ☐ Write down your personal goals for the business

2 Validation

- ☐ Interview at least 10 potential customers
- ☐ Confirm people will pay, and roughly how much
- ☐ Test demand with a simple offer, landing page or pre-sales
- ☐ Estimate your market size
- ☐ Decide: go ahead, change the idea, or stop

3 Business model & money

- ☐ Choose how you will make money (products, services, subscriptions)
- ☐ Set your prices and calculate your margin
- ☐ List one-off start-up costs and monthly running costs
- ☐ Calculate your break-even point
- ☐ Decide how you will fund the start-up (savings, loan, grant, investor)

4 Set-up

- ☐ Choose a business name and check it is available

- ☐ Register the business and get the licences you need
- ☐ Open a business bank account
- ☐ Set up bookkeeping and invoicing
- ☐ Arrange insurance
- ☐ Create your logo, brand and business email
- ☐ Build a simple website and Google Business Profile

5 Launch

- ☐ Create a launch marketing plan for the first 90 days
- ☐ Set up social media accounts and post consistently
- ☐ Prepare your sales process and scripts
- ☐ Tell your network and ask for referrals
- ☐ Set monthly goals and review results every month

My notes

Want expert help with this?

- Idea to Launch Accelerator: 12 weeks from idea to launch
- Feasibility Study: test your idea before you invest
- Business Plan with lender-ready financial projections



Book your FREE 30-minute consultation at www.myibusol.com

Call or WhatsApp +1 (647) 501-6635 · info@myibusol.com · Serving clients worldwide since 2009