

Startup Checklist

1. Core

- Who are you helping?
- What problem are you solving?
- What's your service/product/solution?
- Analyze competitors.

If you can't explain it clearly, don't move forward yet.

2. Legal & Admin Setup

- Choose your structure (LLC, sole prop, etc.)
- Register your business
- Get an EIN (free via IRS)
- Open a business bank account
- Secure required federal, state, and local licenses or permits if/when needed

3. Finances and Funding

- Estimate initial startup costs and 6-month cash flow.
- Secure funding via self-funding, loans, or investors.
- Set up an accounting or bookkeeping system.

4. Tools & Systems

- Get a business email + domain
- Set up basic task tracking (Keep, To do is, evernote)
- Add payment processing (Stripe, PayPal, etc.)
- Write simple SOPs for repeatable tasks (Structure)

5. Offer + Website

- Define a clear offer
- Build a basic website
- Clarity of the service or product, who it's for, and how to get it
- Include a contact or booking option

6. Launch

- Set a (soft) launch date
- Share with your network or community
- Ask for feedback
- Improve as you go