

# Your Startup Checklist

## Plan Your Startup

- |                                     |                                |
|-------------------------------------|--------------------------------|
| Determine If You're Ready           | Create a Business Model Canvas |
| Choose a Startup Idea               | Test Your Startup Idea         |
| Analyze the Industry Landscape      | Create a Pitch Deck            |
| Assess Your Financials              | Build Your Team and Network    |
| Develop, Test, and Refine Your Idea |                                |

## Formally Establish Your Startup

- |                             |                                   |
|-----------------------------|-----------------------------------|
| Name Your Startup           | Create a Founders' Agreement      |
| Choose a Business Structure | Formalize Advisory Agreement      |
| Choose a Tax Structure      | Create Cap Table and Issue Shares |
| Choose a Location           | Establish Corporate Governance    |

## Protect Your Startup

- |                                      |                                    |
|--------------------------------------|------------------------------------|
| Get an EIN                           | Get Insurance                      |
| Register Your Business for Sales Tax | Set Up Accounting                  |
| Obtain Permits and Licenses          | Protect Intellectual Property (IP) |

## Fund Your Startup

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|-------------------------|---------------------------------|
| Calculate Startup Costs | Research Funding Options        |
| Build Business Credit   | Choose the Right Funding Source |

## Build Your Team

- |                                   |                         |
|-----------------------------------|-------------------------|
| Establish Company Culture         | Set Up Payroll          |
| Register for Employment Taxes     | Discover Talent         |
| Create Employment Contracts       | Plan Onboarding Process |
| Offer Stock Options if Applicable |                         |

## Brand Your Startup

Design a Logo

Build a Business Website

Establish a Social Media Presence

Distribute Press Releases

## Launch and Scale Your Startup

Capture Initial Customers

Expand Business with Existing Customers

Build More Partnerships and Connections

Track and Measure KPIs

## Notes

## Other Useful Resources

- [What Is a Startup?](#)
- [Startup Ideas](#)
- [How to Start a Startup](#)
- [Best LLC Formation Services](#)