

Startup checklist

Phase and Action	Tick
Phase 1: Idea Validation & Planning	
<ul style="list-style-type: none"> • Market Research: <ul style="list-style-type: none"> ○ Identify your target audience. Who are they? What are their needs? ○ Analyse your competitors. What are they doing well? Where are their weaknesses? ○ Validate your idea. Talk to potential customers. Is there real demand? 	
<ul style="list-style-type: none"> • Business Plan: <ul style="list-style-type: none"> ○ Executive Summary: A brief overview of your business. ○ Problem: What problem are you solving? ○ Solution: How does your product/service solve the problem? ○ Target Market: Detailed description of your ideal customer. ○ Competitive Analysis: How are you different and better? ○ Marketing & Sales Strategy: How will you reach your customers? ○ Financial Projections: Revenue, expenses, and profitability forecasts. ○ Funding Request (if needed): How much funding do you need and how will you use it? 	
<ul style="list-style-type: none"> • Legal Structure: <ul style="list-style-type: none"> ○ Choose a business structure (Sole Proprietorship, LLC, Corporation, etc.). Consult with a legal professional. ○ Register your business name. ○ Obtain necessary licenses and permits. 	
<ul style="list-style-type: none"> • Financial Planning: <ul style="list-style-type: none"> ○ Develop a budget. Estimate startup costs and ongoing expenses. ○ Secure funding (if needed). Consider bootstrapping, angel investors, venture capital, etc. ○ Open a business bank account. 	
Phase 2: Product Development (The build phase)	
<ul style="list-style-type: none"> • Minimum Viable Product (MVP): 	

<ul style="list-style-type: none"> ○ Focus on building a core set of features to test your assumptions and gather feedback. Don't try to build everything at once. 	
<ul style="list-style-type: none"> ● Technology Stack: <ul style="list-style-type: none"> ○ Choose the right technologies for your product. Consider scalability, performance, and cost. ○ Document your architecture. 	
<ul style="list-style-type: none"> ● Development Process: <ul style="list-style-type: none"> ○ Establish a development methodology (Agile, Waterfall, etc.). ○ Set up version control (Git). ○ Implement testing throughout the development process. 	
<ul style="list-style-type: none"> ● Design: <ul style="list-style-type: none"> ○ User interface (UI) design: Focus on creating a user-friendly and intuitive interface. ○ User experience (UX) design: Ensure a smooth and enjoyable experience for your users. 	
<ul style="list-style-type: none"> ● Intellectual Property: <ul style="list-style-type: none"> ○ Protect your intellectual property. Consider patents, trademarks, and copyrights. 	
Phase 3: Launch & Marketing (Getting the word out)	
<ul style="list-style-type: none"> ● Pre-launch Marketing: <ul style="list-style-type: none"> ○ Build anticipation for your launch. ○ Create a landing page and collect email addresses. ○ Engage with potential customers on social media. 	
<ul style="list-style-type: none"> ● Launch Plan: <ul style="list-style-type: none"> ○ Define your launch goals. ○ Create a launch timeline. ○ Prepare marketing materials (press releases, blog posts, social media content). 	
<ul style="list-style-type: none"> ● Marketing & Sales: <ul style="list-style-type: none"> ○ Implement your marketing strategy. ○ Track your marketing efforts and measure their effectiveness. ○ Develop a sales process. 	
<ul style="list-style-type: none"> ● Customer Support: <ul style="list-style-type: none"> ○ Set up a system for handling customer inquiries and feedback. 	
Phase 4: Operations & Growth (The ongoing process)	
<ul style="list-style-type: none"> ● Infrastructure: <ul style="list-style-type: none"> ○ Set up your IT infrastructure (servers, cloud services, etc.). ○ Ensure security and backups. 	
<ul style="list-style-type: none"> ● Metrics & Analytics: 	

<ul style="list-style-type: none"> ○ Track key metrics to measure your progress. ○ Use analytics to understand user behaviours. 	
<ul style="list-style-type: none"> ● Team: <ul style="list-style-type: none"> ○ Hire the right people. ○ Build a strong team culture. 	
<ul style="list-style-type: none"> ● Scaling: <ul style="list-style-type: none"> ○ Plan for growth and scalability, consider building strong Team and investing in scalable technology landscape. ○ Consider expanding your business in other states, regions. ○ Be prepared to adapt to changing market conditions. I.e. Product Features to meet the market demands. 	
<ul style="list-style-type: none"> ● Legal & Compliance: <ul style="list-style-type: none"> ○ Stay up to date on relevant laws and regulations (data privacy, etc.). 	

Key Considerations Throughout:

- **Security:** Prioritize security from the beginning.
- **Data Privacy:** Comply with data privacy regulations (GDPR, CCPA, etc.).
- **Accessibility:** Make your product accessible to everyone.
- **Documentation:** Document everything!

Struggling to keep up with your IT needs as your business grows or feeling overwhelmed by digital transformation?

ArckiTech's CIO, CTO and architecture advisory services empower you to make strategic IT decisions that drive innovation and efficiency.

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