

## STARTUP WITH AN END IN MIND CHECKLIST

### Phase 1 - Conception

	Done?		
	Yes	No	N/A, unsure
1. I am buying a business?			
2. I am buying shares in a company?			
3. I am being subscribed shares in a company?			
4. I am starting a new business?			
5. Have I obtained advice from my consultants?			
6. Do I need a confidentiality agreement for my idea?			
7. If yes to 6, have I engaged a lawyer?			

	Yes	No	N/A, unsure
1. Have I established my initial team?			
2. Have I asked my initial team if there is anyone else they would recommend?			
3. Am I comfortable with the initial team to help me achieve long term success?			
4. Am I aligned with my Business Partners?			
5. I have set realistic 1, 3 and 5 year goals?			
6. I have developed a business plan for how I am going to achieve my goals?			

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	Done?		
	Yes	No	N/A, unsure
1. I have determined a name			
2. Google search has revealed nothing similar?			
3. Website search has revealed nothing similar?			
4. Companies register search has revealed nothing similar?			
5. Trademark search has revealed nothing similar?			
6. I have determined the market for my product or service			

# BusinessLegal : Lifecycle

## Phase 2 – Startup

	Done?		
	Yes	No	N/A, unsure
1. I have determined by structure?			
2. I have set up my entities?			
3. I have multiple investors so I have set up my agreements with them?			
4. If relevant, I have had my franchise agreement reviewed by my lawyer, and accountant?			
5. If relevant, I have read and understood my franchise agreement and the code of conduct?			
6. If relevant, I have had my lease agreement reviewed by my lawyer and accountant?			
7. If relevant, I have read and understood my lease agreement?			

	Done?		
	Yes	No	N/A, unsure
1. Do I have a profit and loss statement, balance sheet, 13 week cash flow projections, budget and statement of cash flow?			
2. Do I understand the profit and loss statement, balance sheet, 13 week cash flow projections, budget and statement of cash flow?			
3. Do I need to obtain funding for my business?			
4. If yes what type of funding do I need?			
a. bank loan			

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b. capitalisation			
c. angel investor			
d. crowdsourcing			
e. venture capitalist			
f. equipment loan			
g. family and friends (not advisable)			
5. I have obtained advice and am happy to proceed with the funding type I have selected?			

	Done?		
	Yes	No	N/A, unsure
1. Do I need a government licence to operate my business? If yes I need: _____			
2. I have applied for my government licence to operate my business?			
3. I understand all of my tax obligations?			
4. I am able to obtain government or specific funding body funding for my business? If yes it is: _____			
5. Also if yes to question 4 I have started the process of obtaining funding through the body in question 4?			

	Done?		
	Yes	No	N/A, unsure
1. I have determined the insurances that I need			
2. I have reviewed my lease and other key documents to determine if there are any other types of insurance that I need			
3. I need general liability insurance			

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4. I need product liability insurance			
5. I need professional liability insurance			
6. I need workers compensation insurance			
7. I need business interruption insurance			
8. I need car/equipment insurance			
9. I need data breach insurance			
10. I need key man insurance			

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## Phase 3 – Initial Clients

	Done?		
	Yes	No	N/A, unsure
1. I have completed my ideal client avatar?			
2. I have printed out the avatar and include it in all meetings on my business?			
3. I have started tracking where my leads are coming from.			
4. I look at my lead tracking spreadsheet on a weekly basis and look for trends (both good and bad).			

	Done?		
	Yes	No	N/A, unsure
1. I have a standard application form for my business?			
2. I have a standard engagement letter for my business?			
3. I have standard terms and conditions/terms of trade that I use for all of my clients/customers			
4. I have a personal guarantee in my business?			
5. I have a privacy policy for my business?			
6. I have a process and checklists in place to check to make sure that each client/customer is properly engaged?			
7. I have had a lawyer review these documents and the process to make sure that it is binding on my clients/customers.			

	Done?		
	Yes	No	N/A, unsure
1. I require upfront payment before I supply my goods and/or services			
2. I have a debt collection process in place			

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3. If yes to 2. then this is properly documented so that I can teach my staff the process			
4. I have had a lawyer review these documents and the process to make sure that it is binding on my clients/customers.			
5. I follow this process in my business			

	Done?		
	Yes	No	N/A, unsure
1. My business needs a distribution agreement and I am aware of its terms			
2. My business needs a supply agreement and I am aware of its terms			
3. My business needs an export and/or import agreement and I am aware of its terms			
4. I have had a lawyer review these documents.			

	Done?		
	Yes	No	N/A, unsure
1. I have determined the taxes that I need to collect			
2. I have a separate account to provision my tax			
3. I know and have researched all of the regulations that I need to comply with			
4. I have consulted with my consultants to ensure that I comply with these requirements			