

First 90 days: The start-up checklist every new small business needs

We've compiled an essential checklist of the key tasks and activities that need to be considered in the first 90 days of starting a new small business.



Days 1-30

- ☐ Don't quit the day job until you have to
- ☐ Talk to business owners and peers that you know and trust
- ☐ Get family and friends on board with you
- ☐ Consider a co-founder
- ☐ Join an online business community
- ☐ Define your customer profile
- ☐ Research the market
- ☐ Assess the competition
- ☐ Develop a brief business plan
- ☐ Choose a business name
- ☐ Register a website domain name (or two)
- ☐ Make a list of suppliers and distribution partners
- ☐ Make something you can show people
- ☐ Find your first customers
- ☐ Look for small business grants and/or consider raising investment
- ☐ Decide if you need premises or can work from home

Days 30-60

- ☐ Register your business
- ☐ Design a logo
- ☐ Build a simple website
- ☐ Set up your social media profiles
- ☐ Set up your business banking
- ☐ Set up your accounting system
- ☐ Assign responsibilities to co-founders

Days 60-90

- ☐ Take out insurance
- ☐ Hire your first employee (if required)
- ☐ Set up your contact management system
- ☐ Create press releases and advertisements
- ☐ Purchase relevant equipment
- ☐ File for trademarks and patents (if required)
- ☐ Refine your pitch
- ☐ Refine your product, marketing and sales approach
- ☐ Start your revenue stream - don't wait for things to be perfect
- ☐ Launch with a bang!

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