

Small Business Launch Checklist

A grounded checklist for validating an offer, preparing operations, launching, and learning.

Validate the offer

- ☐ Define the target customer and problem to solve.
- ☐ Talk to potential customers or gather evidence of demand.
- ☐ Write a clear offer and what is excluded.
- ☐ Check competitors, substitutes, and differentiation.
- ☐ Estimate startup costs, monthly fixed costs, and variable costs.

Prepare operations

- ☐ Choose a name and confirm availability with relevant registries.
- ☐ Check local registration, licensing, tax, and consumer obligations with qualified sources.
- ☐ Define how customers buy, pay, receive delivery, and request support.
- ☐ Set up bookkeeping and document storage.
- ☐ Prepare simple privacy and data-handling practices if collecting information.

Prepare launch

- ☐ Create a simple page or sales document with a clear offer.
- ☐ Test the purchase / inquiry path from a mobile device.
- ☐ Prepare support answers for the most common questions.
- ☐ Set a small launch budget and a maximum acceptable test spend.
- ☐ Choose a few measures: qualified inquiries, conversion, delivery time, and customer feedback.

First 30 days

- ☐ Review customer questions and complaints weekly.
- ☐ Compare actual costs and sales with assumptions.
- ☐ Fix friction before spending more on promotion.
- ☐ Record what you learned and decide whether to continue, adjust, or stop.

This checklist is a planning aid, not legal, tax, financial, or licensing advice. Requirements depend on location and business activity.