



Checklist for Beginning a Startup

Are you part of a startup or have a business idea and are unsure of where to begin or what needs to be done as you get started? Then this list is for you.

I have been part of a startup, and so this list stems from my own experiences. Each of these things is something that you'll need to do while growing your business and developing your product.

It's important to remember, **you don't need to have a finished product before you do all of this.** In fact, you should go forth with these tasks no matter how long it takes to create your product. Everything should happen in tandem.

Business

- Build your **team** - assign roles, have clear tasks outlined for each person
- Have the conversation on **equity division** amongst founders, the plan for employees and investors - recommend doing this with a lawyer present
- Find people who can make up your **advisory board** - these experts will guide you as you grow
- Do your **market research** on the need for your product, and how big the market is.
- Create your **pitch deck**
- Write a **provisional patent** - get it filed sooner rather than later as it protects you starting on that filing date
- Once you've incorporated your business, open a **business bank account and credit card.** Put all expenses on this.

Legal

- You'll need a **patent attorney** and one to handle your documents for **incorporation.** (They can be part of the same company, but I recommend you do your research and pick the ones that you feel are the best fit.)
- Have a **non disclosure agreement** ready. Before discussing your product or company with potential partners/investors, have them sign the agreement. You can use a standard NDA you find online for this in the beginning.

Organization

- Create a **company email.** I recommend the Microsoft 365 Business version, as it has the most features, including Microsoft Office and Zoom.
- Purchase a **domain name** for your company - this can be done through Microsoft 365 as well.
- Start a **spreadsheet** to keep track of your finances and spending
- Have a **dedicated notebook** to take notes on your research, advice, or information gained during meetings and interviews.