THE FOUNDERS BLUEPRINT

Launch Readiness Checklist

A practical first pass before you put your offer in front of customers.

01 Your offer

- [ ] I can describe one specific customer, the problem, and what I will deliver.
- [ ] I have listed what is included, what is outside the scope, and the price I plan to test.
- [ ] I have a clear contact or purchase path and a realistic delivery process.

02 Research and setup

- [ ] I have checked the current registration and name rules with my state or local agency.
- [ ] I have researched licenses, permits, tax obligations, and business-specific requirements.
- [ ] I have documented startup costs, recurring costs, and the sources for my estimates.
- [ ] I know which decisions need advice from a qualified legal, tax, or financial professional.

03 Customer perspective

- [ ] I have talked to potential customers or collected useful evidence about their needs.
- [ ] My website or introduction explains the offer, next step, and support contact plainly.

Notes and unanswered questions continue on page 2.

Your First-Month Plan

Give each action an owner, a due date, and a clear way to tell when it is done.

04 Delivery and follow-through

- [ ] I can explain the steps from customer inquiry to delivery and follow-up.
- [ ] I have a place to record orders, commitments, costs, and customer questions.
- [ ] I have reviewed the words and claims on my page for accuracy.

Three actions for the next 30 days

01 _____

Owner: _____ Due: _____

02 _____

Owner: _____ Due: _____

03 _____

Owner: _____ Due: _____

Official places to verify

sba.gov/counseling/launch-your-business/

irs.gov/businesses/small-businesses-self-employed/get-an-employer-identification-number

Educational planning only. This checklist does not form an LLC, file documents, guarantee approval, or replace legal, tax, or financial advice. Requirements and fees depend on your location and business activity.