

# Checklist

## FOR STARTUPS

- Write down your idea - version 1 -
- Ask yourself WHY you want to do this
- Ask yourself WHY others would want this
- Validate your idea - eg. check in FBgroups / test on markets
- Research your closest competitors
- Define your audience / Identify your ideal customer
- Find the true size of your market
- Decide on a name
- Register your business name + domain
- Register your business with ATO
- Identify your USP
- Research business insurance
- Research accounting software
- Set up a business bank account
- Source products/partnerships
- Test products - get legal advise on copy & claims
- Get GS1 barcodes if selling retail
- Price your product or services
- Create your logo + branding + packaging in one go
- Product/service photography
- Research website platform
- Build your website with copy & imagery
- Write terms & conditions
- Write privacy policy
- Returns & exchanges policy
- Focus on 2 x social media platforms
- Set up 2 x Social media platforms
- Set up email marketing platform
- Implement FB pixel to website
- Set up social handles on website
- Print business cards
- Print marketing material
- Create marketing content
- Create a launch plan
- Build your email list
- Soft launch testing phase

**Launch time!**

This is a guide only - please get legal advise when necessary