![svb Silicon Valley Bank]

Early Stage Startup Checklist

How to anticipate and resolve challenges as you grow
The early stages of a startup are a continuum and tasks don't need to be done sequentially. However, these are some of the many issues you will need to resolve on your way from your initial idea and "bootstrap" investment to your first round of Series A funding.

Develop Your Concept

- ☐ Settle on an idea and validate its potential
- ☐ Define why now is the right time for your idea
- ☐ Assess the potential size of the market and its viability
- ☐ Learn how to build a startup: how to network, how to design products, how to develop technology and how to hire and manage people
- ☐ Ensure friends and family are on board — this is potentially a life-changing decision with enormous demands on your time and resources

Resolve Legal Issues

- ☐ Secure a lawyer and attend to legal requirements: create a name, incorporate, calculate your equity and protect your intellectual property
- ☐ Get licenses and permits, secure federal and state employer ID numbers
- ☐ Be prepared to create and assess contracts

Develop Financial Resources

- ☐ Secure an accountant and accounting system
- ☐ Prepare to pay taxes and create regular financial reports
- ☐ Open bank accounts and get corporate credit cards
- ☐ Develop a business plan and identify your funding sources for a launch
- ☐ Create a succinct pitch deck to use for raising funds

Define Your Product

- ☐ Develop your brand, marketing strategy and sales organization
- ☐ Finalize a design and minimum viable product
- ☐ Create a distribution network that assures that consumers are aware of your product and can get it easily
- ☐ Use data to track your performance: Acquisition, Activation, Retention, Referral, and Revenue (AARRR)

Establish Your Technology

- ☐ Develop your server-side, client-side and data storage capabilities
- ☐ Provide for continuous integration and delivery, monitoring and security
- ☐ Assure clean code and common functionality

Build Your Team

- ☐ Establish an office — either in-person or virtual — create a culture and define your core values
- ☐ Choose collaboration resources: email, IM, phone, wi-fi and project management tools
- ☐ Take on the partners and hire people with the talent and experience you need to achieve your goals

Bootstrap — Reach the next phase of your early stage startup's development → **Series A funding**