

Entrepreneur Survival Checklist

Abraham of London • Resources

Entrepreneur Survival Checklist

Build	Protect
1 • Runway: 6-12 months plan; weekly cash tracker.	1 • Personal: sleep, Scripture, sweat, spouse/family time.
2 • Customer: 10 interviews / month; problem heat, not pitch volume.	2 • Finance: pay yourself something; separate accounts.
3 • Offer: one promise, one ICP, one channel until PMF signal.	3 • Advisors: 2-3 trusted operators; monthly call.
4 • Ops: weekly operating rhythm; SOPs for repeatables.	4 • Metrics: leading indicators not vanity (activation, retention).
5 • Legal: contracts, IP basics, data protection, insurance.	5 • Risks: top 5 with owners and mitigations.