

Entrepreneurial Survival Checklist

A practical, no-nonsense checklist to keep founders grounded, solvent and focused when the pressure

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Why a Survival Checklist? In theory, entrepreneurship is innovation, disruption and upside. In reality, it is often cashflow stress, uncertainty and invisible pressure. This checklist is designed to help you survive long enough to win - without losing your integrity, your family or your mind.

2. Revenue Pipeline - I can list my top 10 current opportunities and their likely close dates. - I know who needs a call, follow-up or proposal this week. - I am not building a product in isolation from real, paying customers. - At least one block of my week is protected for selling / business development, not just admin. Question to ask yourself weekly: > "If nothing new closed for 90 days, what would actually happen?"

4. Legal & Compliance Basics - My company registrations, filings and tax obligations are not being ignored. - I know my next critical filing date e.g. accounts, tax return. - I have at least a basic written agreement with key customers and partners. Chaos and confusion are expensive. Clarity is cheaper than litigation.

6. Decision Framework Before major decisions new hire, big spend, pivot, ask: - What problem am I actually solving? - What are my best-case, base-case, worst-case scenarios? - What is the irreversible downside if this goes wrong? - Who have I let challenge this decision? If you cannot explain the decision on one page, you probably do not understand it yet.

7. Red / Amber / Green Self-Assessment Take 5 minutes and label each area: - Green: under control, monitored - Amber: gaps, but manageable - Red: serious risk, needs immediate attention Then choose one red and one amber to tackle this week.

Survival is not magic; it is consistent, honest prioritisation.