

ENTREPRENEURIAL SURVIVAL CHECKLIST

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.

1. Cash & Runway

- [] I know **exactly** how much cash is in the business today.
- [] I know my **monthly burn** (all-in).
- [] I know my **runway in months** at current burn.
- [] I have a **simple weekly cash dashboard** (even if it's a spreadsheet).

If you cannot answer these in one minute, that is your first action item.

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?"_

3. Cost Discipline

- [] I have reviewed all subscriptions, tools and software in the last 90 days.

- [] I am not carrying "vanity costs" to impress people who are not paying the bills.
- [] I know which costs I would cut **first, second and third** if revenue dipped by 30%.

Survival is a discipline: **cut ego, not essentials.**

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.

5. Personal Resilience

- [] I have at least **one person** I can tell the whole truth about the business.
- [] I have a **weekly rest rhythm** (even a half-day) where I step away to think and breathe.
- [] I am not secretly funding the business in a way that is destroying my family or future.
- [] I have a simple plan for **sleep, exercise and prayer/reflection**.

Entrepreneurial burnout is usually not sudden. It is **accumulated neglect**.

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**.