

ABRAHAM OF LONDON

Entrepreneur Survival Checklist

A 20-point checklist for founders in cash-conservation mode. Triage and prioritise the mission.

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<PullLine subtle>When the storm hits, focus on the three C's: Cash, Customers, Covenants. Everything else is secondary.</PullLine>

Triage

1. **Cash today / this month / next month.**
2. **Customers** — who must not churn; call them.
3. **Covenants** — bank, board, suppliers: align the story.

<Rule />

Stabilise

- Freeze non-essential spend.
- One truth page for team + board.
- Daily 15-minute stand-to: risks, owners, decisions.

<Rule />

Exit the Storm

- Retrospective: what mechanism failed?
- Add the missing guardrail to the playbook.

<Note tone="key" title="Action"> Printable checklist included in the full download. Use it to check your vitals daily. </Note>