

# 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. {/ stripped: duplicate frontmatter block /} 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?"\_ {/ stripped: duplicate frontmatter block /} 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. {/ stripped: duplicate frontmatter block /} 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 .