You can customize this template to suit your specific research needs and the nature of your startup's product or service.

1. **Research Objective:** Clearly state the main purpose and objectives of your user research.

2. **Research Method:** Specify the research method(s) you'll be using (e.g., interviews, surveys, usability testing, observations).

3. **Participant Selection:** Describe your criteria for selecting participants (e.g., demographics, user roles, experience level).

4. Research Team: List the names and roles of researchers involved in the study.

5. **Schedule and Logistics:** Detail the date, time, and location of research sessions. Provide instructions for setting up and preparing the research environment.

6. **Informed Consent:** Outline the process for obtaining informed consent from participants. Include a script or template for explaining the study and seeking consent.

7. **Introduction and Icebreaker (for Interviews):** Include an introduction script to make participants comfortable. Add an icebreaker question to initiate the conversation.

8. **Interview/Testing Protocol:** List the main questions or tasks you want to cover. Specify how you plan to ask questions or present tasks Include probes or follow-up questions for clarification.

9. **Key Topics and Themes:** Identify the key topics, themes, or insights you want to gather during the research.

10. **Data Collection Tools:** Specify the tools and equipment you'll be using (e.g., audio recording, note-taking, screen recording).

11. **Handling Sensitive Data:** Describe how you'll handle sensitive information and maintain participant confidentiality.

12. **End-of-Session Wrap-Up:** Explain the process for concluding the session. Include a debriefing script and an opportunity for participants to ask questions.

13. **Post-Research Data Analysis:** Describe how you'll analyze and synthesize the data collected.

14. **Reporting and Deliverables:** Outline how the research findings will be documented and shared with the team.

15. **Contingency Plans:** Include plans for handling unexpected issues or challenges that may arise during research.

16. **Team Roles and Responsibilities:** Clarify the roles and responsibilities of each team member during the research process.

17. **Resources and References:** Include any resources or references that researchers may need during the research.

18. **Feedback and Iteration:** Discuss how the research findings will be used for product/service improvement. Mention any plans for iterative research.

19. **Contact Information:** Provide contact information for participants to reach out for follow-up questions or concerns.

20. **Approval and Sign-off:** Include a space for the research team to sign off on the guide to indicate their understanding and commitment to following it.

Remember that this template is a starting point. You can adjust and expand on it based on the specific needs of your startup and the type of user research you're conducting. Additionally, ensure that your guide aligns with ethical guidelines and data privacy regulations applicable in your region.