Startup Launch Checklist

Everything to check before and during launch. A free resource by AM Digital Group.

1. Idea & Validation	
☐	Problem clearly defined (who has it, how painful)
☐	Target customer identified
☐	Talked to 10+ potential customers
☐	Competitor / alternatives scan done
☐	Clear value proposition written
2. Legal & Company Setup	
☐	Business entity formed (LLC/Corp)
☐	Tax ID / EIN obtained
☐	Founder agreement / equity split
☐	Business bank account opened
☐	Basic contracts & IP assignment
3. Product & MVP	
☐	MVP scope defined (smallest useful version)
☐	Features prioritized (must vs nice-to-have)
☐	Feedback loop with early users set up
☐	Success metric for the MVP chosen
4. Technology & Data	
☐	Domain + hosting set up
☐	Basic security (HTTPS, passwords, access

	control)
☐	Analytics installed
☐	Data backups & privacy basics
5. Go-to-Market	
☐	Landing page live
☐	Positioning & messaging clear
☐	First acquisition channel chosen
☐	Pricing defined
☐	Launch plan / first 100 users
6. Finance & Operations	
☐	Budget & runway calculated
☐	Basic bookkeeping in place
☐	Key metrics tracked (CAC, retention)
☐	Goals set with OKRs
7. Compliance (if fintech / regulated)	
☐	KYC/AML needs assessed
☐	Privacy policy & terms published
☐	Licenses / registrations checked
☐	Customer onboarding flow documented

Two free tools to go deeper: the **OKR Starter** (set your goals) and, for fintechs, the **KYC & Onboarding Kit** — at AM Digital Group.

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