


Entrepreneurial Checklist for Success

- Do you have a viable product with a clear strategic fit in the market?**
 - Is there a definable target client?
 - Is there a clear definable need? Is it big enough?
 - Can you profitably deliver the product at a competitive price?
 - Do you have a clear win that can differentiate you from competition?
 - Can you defend your position over time?

 - Do you have the proper talent on your team? (discipline, capability, and balance)**
 - Marketing
 - Development
 - Sales
 - Operations
 - Finance
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- Do you have the proper leadership?**
 - Proven experience

 - Do you have a complete business / strategic plan?**
 - Strategic fit (above)
 - Goals & objectives
 - Strategies and tactics:
 - Product
 - Pricing
 - Advertising
 - Promotion
 - Distribution
 - Service / support
 - Resources / financial requirements:
 - Expenses
 - Capital
 - Projected financials
 - Action plans – who does what when
 - Contingency plans

 - Do you have proper funding and financial relationships?**
 - Equity
 - Debt / banking
 - Grants, other