



6

Elements of a Successful Startup Idea

Checklist

6 THINGS YOU NEED TO HAVE
WHEN YOU LAUNCH YOUR IDEA



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Checklist

Mindset

- Are you feeling confident that you can deliver this or find the resources you need to do it?
- Are you concerned it's been done before and you can't do it better?
- Do you believe you have something special to bring to the idea?

Idea

- Do you care about the problem you're trying to solve?
- Do you have the right skills/ experience to deliver it?
- If not, can you recruit the right people by leveraging your networks or resources?
- Do you have a sizeable market to launch to?
- Do you already have access to this market via online/offline methods?

Checklist

Target market

- Have you joined the right online and offline groups to get in front of your target market?
- Have you had 5-10 customer conversations to discover what their real needs are?
- Have you investigated your competitors to find where you can differentiate from them?
- Have you defined your niche?

Your offer

- Have you created an offer that you can test with your target market?
- Do you have a way to get it to your audience?
- Are you collecting your interested customers' details to learn more from them?

Checklist

Price Point

- Is your price range in line with your brand?
- Is your price range right for your niche and placement in the market?
- Have you defined your pricing range to test within?
- Do you know your optimum price point for your product/service?

Your Launch

- Do you have a defined Minimum Viable Product (MVP) or plan to build an MVP?
- Do you have a system for growing your audience?
- Have you got a launch sequence set up?
- Have you curated your copywriting to reach your audience?
- Are your images right for your launch?
- Have you incorporated PR and social media into your plan?

You're all set!

If you've got those things, then your business idea is set to be a success!

If you feel you need more support in any of these areas, join here for more updates!

Otherwise, take a look at these blog posts that can help you:

[Bin the Business Plan and Do This Instead!](#)

[Get Your Customers to Build Your Product](#)

[How to Define Your Audience](#)

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A decorative graphic in the bottom right corner featuring a yellow sun with rays and a lightbulb with a glowing filament, both rendered in a simple, stylized manner.