

GO / NO-GO CHECKLIST

Answer honestly. "Not yet" is a useful answer. It tells you what to fix before you spend more money.

QUESTION	YES	NOT YET	NO
Can I describe the business on one page?			
Have I talked to real customers, not only friends and family?			
Has anyone paid, preordered or agreed to a pilot?			
Is there a big enough market to reach the customers I need?			
Do I know what I will charge, and does it cover my costs and my pay?			
Do I know my break-even number, and does it look reachable?			
Do I know what a customer will cost me to win?			
Have I built a 12-month cash-flow forecast?			
Do I have enough cash to survive the slow start?			
Do I have a reason someone will choose me over the alternatives?			

Score honestly. A friend who says "great idea" is a compliment, not evidence.



QUESTION	YES	NOT YET	NO
Can I deliver what I promise, with the people and time I have?			
Do I know which licenses, permits and insurance apply, and have I asked a professional?			
Have I asked an accountant or attorney about structure, taxes and contracts?			
Do I have a way to track leads and customers from day one?			
Can my family and finances handle the risk if it takes longer than planned?			
Am I willing to keep going when it is hard, and do I know why?			

WHAT YOUR ANSWERS SAY

- [ ] **Mostly Yes: go.**
  Start small, track your numbers and review every month.
- [ ] **Some Not yet: adjust.**
  Pick the two biggest gaps, fix them, then answer again. Set a date.
- [ ] **Several No: stop or change the idea.**
  Stopping before you spend the money is a decision, not a failure.

MY DECISION

Decision: _____ Date to revisit: _____