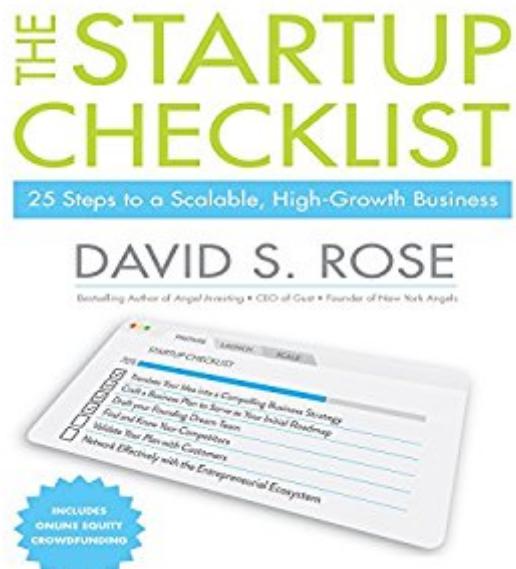# The Startup Checklist: 25 Steps To A Scalable, High-Growth Business

Synopsis

25 Steps to Found and Scale a High-Growth Business The Startup Checklist is the entrepreneur's essential companion. While most entrepreneurship books focus on strategy, this invaluable guide provides the concrete steps that will get your new business off to a strong start. You'll learn the ins and outs of startup execution, management, legal issues, and practical processes throughout the launch and growth phases and how to avoid the critical missteps that threaten the foundation of your business. Instead of simply referring you to experts, this discussion shows you exactly which experts you need, what exactly you need them to do, and which tools you will use to support them - and you'll gain enough insight to ask smart questions that help you get your money's worth. If you're ready to do big things, this book has you covered from the first business card to the eventual exit. Over two-thirds of startups are built on creaky foundations, and over two-thirds of startup costs go directly toward cleaning up legal and practical problems caused by an incomplete or improper start. This book helps you sidestep the messy and expensive cleanup process by giving you the specific actions you need to take right from the very beginning. Understand the critical intricacies of legally incorporating and running a startup Learn which experts you need and what exactly you need from them Make more intelligent decisions independent of your advisors Avoid the challenges that threaten to derail great young companies The typical American startup costs over $30,000 and requires working with over two dozen professionals and service providers before it even opens for business - and the process is so complex that few founders do it correctly. Their startups' errors often go unnoticed until the founder tries to seek outside capital, at which point they can cost thousands of dollars to fix...or even completely derail an investment. The Startup Checklist helps you avoid these problems and lay a strong foundation, so you can focus on building your business.

Book Information

Customer Reviews

I found the â œStartup Checklist: 25 Steps to a Scalable, High-Growth Businessâ • to be a quick and informative read. This books is split into three parts: Prepare to Launch (which includes sections on translating an idea into a business model, crafting a lean business plan, and finding/knowing oneâ ™s competitors, among others), Launch/Build the Company (which includes sections on incorporating the company, choosing the key technologies, platforms, vendors, and measuring business with data analytics, among others), and Raise Funds, Collaborate with Investors, Plan for your Exit (which includes sections on understanding the funding process, crowdfunding/online platforms, and understanding the companyâ ™s valuation, among others). I like how the book was organized in a logical order. I also liked how the author gave specific examples to the information displayed (for instance, when he talks about payment processors, he mentions specific names of the some of the companies in the field) which was also helpful. Itâ ™s a short book, but the information takes time to digest. Overall, a helpful read.

David S. Rose has compressed the incredible journey from business concept to â œcash outâ • into a concise manual for startup enterprises. â œThe Startup Checklistâ • not only covers all the things you might have wondered about launching a product or service but also many of the things you never thought of. It is totally up to date and loaded with useful information.The complicated concepts and hard to understand jargon of angel funding, venture capitol and other types of financing are all explained in a fashion that is easy to grasp and includes the motivation of all the players. I could not think of a topic not covered and the examples and further reading list in the appendix is a valuable feature that will make you want to keep this book close as you plan or execute your venture. I have already ordered a second copy for of a member of my core team before we step off into our next endeavor . . .Thanks David, I love it.

I am one of the few lucky entrepreneurs that have gotten the personal mentorship of David S. Rose, and I can attest that his advice and instruction are 100% spot on. I have had personal entrepreneurial success thru his instruction, and have also gone on to help many entrepreneurs

using much of the advice that he has given to me. Now that he has taken all of this advice and put it in a book is to the benefit of entrepreneurs globally, and those entrepreneurs that follow this advice will certainly succeed in far greater percentage than those who do not read this book.Reading this book was like sitting in the room with Mr. Rose, and this book captures his unique and engaging story-telling ability. He has a quote that he uses over and over again, and it is, "When the student is ready, the teacher will appear." David S. Rose, thru this book, is the teacher, and all those who are ready to learn the RIGHT way to start a company should certainly read and enjoy this book. Your company will be better, your investors will be happier, your employees will benefit, and you will increase your own chances of success.

While reading, I found I was in the midst of making an error (True story! I'm about to issue my first incentive stock and somehow forgot that common shares are valued lower than investors' preferred stock.) With a single sentence / corrected notion, I have just saved more than the price of the book by avoiding a costly lecture from my lawyer. I also came across other points that, had I known them when I was starting, could have prevented several past headaches and expenses. There are countless complex and important things to consider when starting a business, so this overview from an expert's perspective will be very helpful when charting your course.(Full disclosure: The author is an investor in my company. I bought The Startup Checklist to avoid asking answered questions, but I learned a great deal and would definitely recommend it to anyone launching a startup.)

David S. Rose is a successful entrepreneur-turned-investor and describes the challenging startup journey from beginning to end along with many useful tips, advice and checklists. If you're a startup on the way to entrepreneurial success, start here !

This book is unique among the thousands of books on how to start your own company. It is written for the entrepreneur that wants to start up a company that can attract investors, scale up quickly, become part of the fabric of our times and make many people millionaires and billionaires by going public or becoming acquired by a Fortune 500 company.Like a personal mentor and guide for your business adventure, this book details the steps you need to take to arrive at the destination you desire. Considering that this particular path has evolved extensively since Microsoft and Apple pioneered it, this book describes every landmark important to create a state-of-the-art startup. The education you will receive from this book will enable some and enhance others but everyone will be enriched by reading it. Its the kind of essential volume of knowledge that you'll want to keep on your

office bookshelf forever, as a quick refresher reference book,David S. Rose is undoubtedly the perfect person to create this book. His enormous depth of experience following this path himself, on behalf of literally hundreds of startup companies make this THE authentic guidebook. Once you thumb through it the first time, you'll agree with me, and you'll quickly realize that you're going to have to spend some quality time underlining sentences, making notes in the margins and bending over the upper corners of the pages.

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