

Startup Launch Readiness Checklist

A Comprehensive Guide to Launching Your Business Successfully

How to Use This Checklist

This audit framework helps startups systematically evaluate their readiness before launch.

Scoring System:

- ◆ **0 = Not Started** (Missing or unoptimized)
- ◆ **1 = In Progress** (Started but incomplete)
- ◆ **2 = Completed** (Fully implemented and validated)

Priority Levels:

- ◆ **CRITICAL** Mandatory items; launch cannot proceed without these.
- ◆ **IMPORTANT** Highly recommended for a successful launch.
- ◆ **NICE-TO-HAVE** Optimizations for growth stages.

Maturity Assessment

Score Range	Maturity Level	Status	Action Required
0 - 20	Early Stage	Critical Gaps	Immediate action needed on foundational items.
21 - 40	Developing	Core Risks	Core areas need significant attention before launch.
41 - 60	Progressing	Good Foundation	Basic systems are in place; optimize further.
61 - 82	Launch Ready	Strong Prep	Ready to launch with high confidence.

Section 1: Final Product Readiness Sign Off (Max 10 points)

Complete final product quality assurance testing **CRITICAL** Score (0-2): ____

Verify all core features function as specified **CRITICAL** Score (0-2): ____

Obtain final stakeholder approval for launch **CRITICAL** Score (0-2): ____

Complete user acceptance testing with beta users **IMPORTANT** Score (0-2): ____

Document known issues and workarounds **IMPORTANT** Score (0-2): ____

Section 2: Legal and Compliance Readiness (Max 8 points)

Register business structure (LLC/Corp) **CRITICAL** Score (0-2): ____

Obtain EIN from IRS **CRITICAL** Score (0-2): ____

Create privacy policy and terms of service **IMPORTANT** Score (0-2): ____

Secure necessary licenses and permits **IMPORTANT** Score (0-2): ____

Section 3: System and Infrastructure Checks (Max 8 points)

Verify server capacity for expected traffic **CRITICAL** Score (0-2): ____

Test backup and disaster recovery procedures **CRITICAL** Score (0-2): ____

Implement security monitoring systems **IMPORTANT** Score (0-2): ____

Set up automated system health alerts **IMPORTANT** Score (0-2): ____

Section 4: Inventory and Delivery Readiness (Max 8 points)

Confirm initial inventory levels and availability **CRITICAL** Score (0-2): ____

Establish shipping and fulfillment processes **CRITICAL** Score (0-2): ____

Test order processing and tracking systems **IMPORTANT** Score (0-2): ____

Create return and refund procedures **IMPORTANT** Score (0-2): ____

Section 5: Customer Support Readiness (Max 10 points)

Set up customer support ticketing system **CRITICAL** Score (0-2): _____

Train support staff on product and procedures **CRITICAL** Score (0-2): _____

Create comprehensive FAQ and help documentation **IMPORTANT** Score (0-2): _____

Establish support response time standards **IMPORTANT** Score (0-2): _____

Prepare escalation procedures for complex issues **NICE-TO-HAVE** Score (0-2): _____

Section 6: Internal Enablement and Alignment (Max 8 points)

Brief all team members on launch procedures **CRITICAL** Score (0-2): _____

Assign roles and responsibilities for launch day **CRITICAL** Score (0-2): _____

Create internal communication protocols **IMPORTANT** Score (0-2): _____

Conduct final team readiness review **IMPORTANT** Score (0-2): _____

Section 7: Marketing Execution Readiness (Max 8 points)

Finalize launch messaging and positioning **CRITICAL** Score (0-2): _____

Schedule marketing campaigns across all channels **CRITICAL** Score (0-2): _____

Prepare press releases and media outreach **IMPORTANT** Score (0-2): _____

Set up tracking for marketing performance

IMPORTANT

Score (0-2): _____

Section 8: Launch Event or Promotion Setup (Max 8 points)

Plan launch event or promotional campaign

CRITICAL

Score (0-2): _____

Create special launch offers or incentives

IMPORTANT

Score (0-2): _____

Coordinate influencer and partnership activations

IMPORTANT

Score (0-2):

Prepare social media content calendar

NICE-TO-HAVE

Score (0-2): _____

Section 9: Success Metrics and Measurement Plan (Max 6 points)

Define key performance indicators for launch **CRITICAL** Score (0-2): _____

Set up analytics and tracking systems **CRITICAL** Score (0-2): _____

Create reporting dashboards and schedules **IMPORTANT** Score (0-2): _____

Section 10: Post Launch Reinforcement Plan (Max 8 points)

Plan post-launch customer feedback collection **CRITICAL** Score (0-2): _____

Schedule regular performance reviews **CRITICAL** Score (0-2): _____

Create plan for addressing launch issues **IMPORTANT** Score (0-2): _____

Develop roadmap for post-launch improvements **IMPORTANT** Score (0-2): _____

My Score Tracker

Transfer your section totals here to calculate readiness.

1. Final Product Readiness: ____ / 10

6. Internal Enablement ____ / 8

2. Legal & Compliance: ____ / 8

7. Marketing Execution ____ / 8

3. System & Infrastructure: ____ / 8

8. Launch Event Setup ____ / 8

4. Inventory & Delivery: ____ / 8

9. Success Metrics ____ / 6

5. Customer Support: ____ / 10

10. Post Launch Plan ____ / 8

TOTAL SCORE: ____ / 82

My Readiness Level: _____