BRACKET — Two-Page Startup Checklist

Answer these seven questions before starting your business. Use the prompts and fill-ins.

1) B — Business: What business are you into?

• One-liner (category + segment + outcome + how + main alternative):

_____

• Problem → Desired outcome (job-to-be-done):

_____

• Scope (what we will NOT do now): ☐ ☐ ☐

• Why now? (tech/regulation/cost/behavior):

_____

2) R — Right Customers: Who are your customers?

• Primary segment (role, industry, size, geo):

_____

• ICP filters (must-haves & red flags):

_____

• Early-adopter trigger events:

_____

• Evidence (✓ interviews / ✓ LOIs / ✓ paid pilot): ☐ ☐ ☐

3) A — Advantage: What is your UVP/USP?

• 2–10× improvement metric vs. status quo:

_____

• Unique mechanism (data/workflow/speed/cost/convenience):

_____

• Switching friction removed & early defensibility:

_____

4) C — Competitors: Who are they? (include do-nothing)

• Top 3 selection criteria buyers use: 1) _____ 2) _____ 3) _____

• Named rivals (direct / indirect / status quo):

_____

S (Strengths)	W (Weaknesses)

O (Opportunities)	T (Threats)

5) K — Key Activities: Primary activities & management

• Value chain now: Acquire → Build/Source → Deliver → Support

Activity	Owner	KPI	Cadence

• Partners / compliance tasks:

_____

• 90-day milestones:

_____

6) E — Earnings: How will you make money?

• Pricing model & tiers:

_____

Price	Variable Cost	Contribution	Gross Margin %

• CAC _____ Payback _____ months LTV _____
• Monetization roadmap (v1 → v2 add-ons/tiers):

_____

7) T — Targets: Growth & revenue forecasts

• 12-month plan (leads → trials → paid):

_____

Milestone / Metric	Target	Date
First 10 paying customers		
₦/$/€ ARR run-rate		
Key hire / certification		

• Leading indicators (e.g., demos/week, WAU, conv%): _____
• Scenarios (base/upside/downside) & triggers: _____