Startup Launch Planning Worksheet

Use this worksheet to organize the key decisions and tasks involved in launching your business. Work through each section, write down what you know, and identify anything that still needs to be researched or tested.

You don't need every detail figured out before you begin. The goal is to turn your business idea into a practical launch plan and identify the most important next steps.

1. Your Business

Business name or working name:

What does your business offer?

What problem does it solve?

What makes your solution useful or different?

2. Your Target Customer

Who is your primary customer?

What problem or need are they experiencing?

Why would they choose your solution?

How will you reach them?

3. Your Offer

What product or service will you launch first?

What will you charge?

What does the customer receive for that price?

What additional products or services could you offer later?

4. Startup Costs

List the major expenses you expect to have before and during launch.

Equipment or supplies:

Website, software, or technology:

Marketing and advertising:

Professional services:

Licenses, permits, or other fees:

Other startup costs:

Estimated total startup costs:

5. Revenue & Financial Planning

How will the business make money?

Estimated monthly revenue at launch:

Estimated monthly expenses:

Estimated monthly net cash flow:

How many months of runway do you currently have?

What sales level would you need to reach break-even?

6. Launch Checklist

Use this section to identify the tasks that need to be completed before launch.

■ I have clearly defined the problem my business solves.

■ I have identified my target customer.

■ I have researched potential customers.

■ I understand the existing competition and alternatives.

■ I have defined my initial product or service.

■ I have determined my initial pricing.

■ I have estimated my startup costs.

■ I understand my expected monthly expenses.

■ I have considered how the business will generate revenue.

■ I have reviewed my available cash and runway.

■ I have considered my break-even point.

■ I have identified how I will reach my first customers.

■ I have completed any necessary legal, licensing, or registration requirements.

■ I have a plan for delivering the product or service.

■ I know what needs to happen immediately after launch.

7. Biggest Risks & Unknowns

What could prevent your launch from going as planned?

What assumptions are you still making?

What information do you still need to find out?

What is the most important thing you should test before launch?

8. Your First 30 Days

What is the most important goal for your first 30 days?

What are the three most important actions you need to take?

How will you measure whether the launch is working?

Ready to Launch?

A strong launch plan doesn’t require you to predict everything perfectly. It gives you a clear starting point, identifies the biggest risks, and helps you focus your limited time and resources on what matters most.

Use this worksheet alongside the ThinksmithOS Founder Guides and calculators to turn your ideas into practical decisions. As you learn more, update your assumptions and adjust your plan.

If you haven’t validated your idea yet, start with the ThinksmithOS Startup Idea Validation Scorecard before committing significant time or money.