

# Startup Launch Checklist: 60 Things to Do Before and After Launch

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**Used by 200+ Romanian Startups. Comprehensive Guide for First-Time Founders.**

*Downloaded from GloryAI.eu - Last Updated: February 2025*

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## Introduction

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Launching a startup is overwhelming. There's always more to do than time to do it. This checklist helps you focus on what matters most. It covers:

- Things that **MUST** be done before you tell anyone
- Things that **SHOULD** be done before public launch
- Things that are nice to have but not critical
- Post-launch tasks that many founders forget

### **How to use this checklist:**

- Start 4-6 weeks before target launch date
  - Work through items in order (earlier items are more critical)
  - Mark items complete as you go
  - Don't skip items without good reason
  - Customize to your business (some items may not apply)
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# 1. Pre-Launch Fundamentals (1-30)

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## Legal & Business Setup

1. **[ ] Choose your business structure** Decide between sole proprietorship, LLC, SRL (Romania), or other entity. Consult an accountant for tax implications.
2. **[ ] Register your business** Complete all legal registration in your country. In Romania, this means ONRC registration.
3. **[ ] Get a tax ID (CIF/CUI in Romania)** Essential for invoicing and banking.
4. **[ ] Open a business bank account** Keep personal and business finances separate from day one.
5. **[ ] Set up accounting software** Options: Wave (free), Zoho Books, Xero, or local solutions like Smart Bill.
6. **[ ] Find an accountant** You'll need professional help for payroll, taxes, and compliance.
7. **[ ] Register for VAT if needed** Check thresholds in your country. In EU, threshold is typically €85,000.
8. **[ ] Create a founders' agreement** If you have co-founders, document equity splits, roles, and exit scenarios.
9. **[ ] Protect your intellectual property** Trademark your brand name, logo, and key phrases if possible.
10. **[ ] Draft privacy policy and terms of service** Required by law (GDPR in Europe). Use a generator or lawyer.
11. **[ ] Create refund/cancellation policies** Clear policies protect you and set customer expectations.
12. **[ ] Get appropriate licenses/permits** Check if your industry requires special permits.

## Finance & Operations

13. **[ ] Set up invoicing system** Create professional invoice templates. Use sequential numbering.
14. **[ ] Establish payment processing** Stripe, PayPal, or local providers. Apply 4-6 weeks ahead for merchant accounts.
15. **[ ] Configure pricing** Finalize pricing tiers, discounts, and payment terms.
16. **[ ] Set up expense tracking** Track every business expense from day one for tax purposes.
17. **[ ] Create a budget** Know your monthly burn rate and runway.
18. **[ ] Establish vendor payment terms** Negotiate payment terms with suppliers to manage cash flow.

## Team & Operations

- 19. [ ] **Define roles and responsibilities** Know who does what, especially if co-founders exist.
- 20. [ ] **Set up communication tools** Slack, Microsoft Teams, or similar for team communication.
- 21. [ ] **Create project management system** Notion, Asana, ClickUp, or Trello for tracking tasks.
- 22. [ ] **Document core processes** Write down how key tasks are done. Essential for onboarding later.
- 23. [ ] **Set up HR policies** Even if just you, document expectations and boundaries.
- 24. [ ] **Plan for employee contracts if hiring** Have contractor agreements ready for freelancers.

## Planning & Strategy

- 25. [ ] **Write a one-page business plan** Vision, mission, target market, revenue model, key metrics.
  - 26. [ ] **Define your value proposition** What problem do you solve? For whom? Why you?
  - 27. [ ] **Identify your target customer** Create 2-3 ideal customer profiles with details.
  - 28. [ ] **Research competitors** Know who else is serving your market. Know their strengths and weaknesses.
  - 29. [ ] **Define success metrics** What does success look like at 30/90/365 days?
  - 30. [ ] **Create a launch timeline** Work backward from launch date. Identify critical path items.
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## 2. Product & Website (31-45)

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### Website & Landing Pages

- 31. [ ] **Domain name registered** Use Namecheap, GoDaddy, or local registrar. Get .com when possible.
- 32. [ ] **Website live and functional** Even a landing page is better than nothing.
- 33. [ ] **SSL certificate installed** HTTPS is mandatory. It's also a Google ranking factor.
- 34. [ ] **Mobile responsive design** Test on iPhone and Android. 60%+ of traffic is mobile.
- 35. [ ] **Load speed under 3 seconds** Use Google PageSpeed Insights. Optimize images and code.
- 36. [ ] **Clear value proposition above the fold** Visitor should know what you do in 5 seconds.
- 37. [ ] **Clear call-to-action (CTA)** Tell visitors what to do next. Don't make them guess.
- 38. [ ] **Contact information visible** Address, email, phone if relevant. Builds trust.
- 39. [ ] **Professional design** Free themes are fine if configured well. Hire a designer if budget allows.

40. ☐ **Test contact forms** Make sure form submissions reach you.

41. ☐ **Set up analytics** Google Analytics 4 or equivalent. Track from day one.

## Product Quality

42. ☐ **Beta test with real users** At least 5-10 users who will give honest feedback.

43. ☐ **Fix critical bugs** No crashes, no data loss, core features work.

44. ☐ **Create user documentation** Help docs, FAQs, video tutorials if possible.

45. ☐ **Load test for expected traffic** If expecting 1,000 visitors on launch day, test for 5,000.

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## 3. Marketing Foundation (46-55)

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### Online Presence

46. ☐ **Google Business Profile created** If you have a physical location, this is essential for local SEO.

47. ☐ **Social media accounts set up** At minimum: LinkedIn for B2B, Instagram for B2C. Twitter/X is optional.

48. ☐ **Brand assets created** Logo in multiple formats (PNG, SVG, PDF). Brand colors defined.

49. ☐ **Email address on your domain** hello@yourcompany.com looks professional, not Gmail addresses.

50. ☐ **Newsletter signup on website** Start collecting emails before launch. Offer a lead magnet.

### Marketing Materials

51. ☐ **Pitch deck ready** Even if you're bootstrapped, have a one-pager for press/investors.

52. ☐ **Email templates created** Welcome email, onboarding sequence, support responses.

53. ☐ **Social media content calendar** Plan first 2 weeks of posts. Tools: Buffer, Later, Hootsuite.

54. ☐ **Press release written** If seeking press, have a release ready. Send only to relevant journalists.

55. ☐ **Testimonials collected** Get 2-3 early users to say something nice about you.

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## 4. Launch Day (56-60)

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### Launch Execution

- 56. [ ] Launch announcement sent** Email your list. Post on social media. Tell everyone.
- 57. [ ] Monitor all systems** Watch for errors, downtime, unusual activity. Have your developer on standby.
- 58. [ ] Respond to feedback quickly** Reply to every comment, email, and social mention.
- 59. [ ] Track initial metrics** Signups, sales, traffic sources. Note what works and what doesn't.
- 60. [ ] Celebrate (briefly)** You've launched! Then get back to work. This is just the beginning.
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## 5. Post-Launch Checklist

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The launch day is just Day 1. Here's what comes next:

### Week 1 Post-Launch

- ☐ Send thank you to early users and testers
- ☐ Publish launch blog post
- ☐ Submit to product directories (Product Hunt, BetaList, etc.)
- ☐ Reach out to relevant communities (Reddit, Facebook groups, forums)
- ☐ Review feedback and create bug backlog
- ☐ Monitor error logs and fix issues
- ☐ Send follow-up emails to new subscribers

### Month 1 Post-Launch

- ☐ Analyze traffic sources
- ☐ Identify best acquisition channels
- ☐ Double down on what works, cut what doesn't
- ☐ Send regular updates to email list
- ☐ Publish 2-3 more content pieces
- ☐ Reach out to 5-10 potential press contacts
- ☐ Consider paid advertising test (even small budget)
- ☐ Review metrics against goals
- ☐ Adjust strategy based on data

## Quarter 1 Post-Launch

- ☐ Calculate core metrics: CAC, LTV, retention
  - ☐ Assess product-market fit signals
  - ☐ Plan next product iteration
  - ☐ Consider hiring first team member
  - ☐ Explore first partnership opportunities
  - ☐ Prepare for funding if pursuing investment
  - ☐ Set 90-day goals for Year 2
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## Common Launch Mistakes to Avoid

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### Mistake 1: Waiting for "Perfect"

No product is ever perfect. Launch with a MVP and iterate based on real feedback.

### Mistake 2: Not Testing on Mobile

Over 60% of users are on mobile. Test everything on real devices.

### Mistake 3: Forgetting Analytics

Set up tracking before launch. You can't optimize what you don't measure.

### Mistake 4: Ignoring SEO Early

Many founders don't think about SEO until after launch. Start building links and content early.

### Mistake 5: Not Building an Email List

Social media followers aren't yours. Email subscribers are.

### Mistake 6: Launching Without Cash

Have 3-6 months of runway before you need revenue. Plan accordingly.

### Mistake 7: Not Having a Support Plan

What happens when users email you at 11pm? Set expectations and response times.

### Mistake 8: Ignoring Competition Research

Know who you're up against. Learn from their mistakes and successes.

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# Quick Reference: Pre-Launch Timeline

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## 6 Weeks Before:

- Business registration
- Bank account
- Initial marketing setup
- Website development start

## 4 Weeks Before:

- Product testing
- Content creation
- Email setup
- Analytics installation

## 2 Weeks Before:

- Final bug fixes
- Content publishing
- Social media launch
- Press outreach start

## 1 Week Before:

- Final website polish
- Email sequence testing
- Load testing
- Team alignment

## Launch Day:

- Launch announcement
- Monitor everything
- Respond immediately
- Track metrics

## Post-Launch (Week 1):

- Analyze feedback
- Fix critical issues
- Community engagement
- Iterate based on data

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*This checklist was created by GloryAI for European startups. For more marketing resources, visit <https://gloryai.eu>*