

# Digital Startup Checklist

A simple checklist to help guide you through key stages you will need to take as a digital startup.

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## Idea Validation

- ☐ Have you validated the technical feasibility of your idea? How can it be built?
- ☐ Are the required technologies mature enough?
- ☐ Have you examined the competitive landscape, highlighting current tech solutions and their shortcomings?
- ☐ What is your technical edge?
- ☐ Have you identified your target users and their technical proficiency?
- ☐ What are your customers' tech expectations and what is their pain points?

**2**

## Business Planning

- ☐ Have you defined your tech stack and your development roadmap?
- ☐ Have you included the technologies you plan to utilise and the development phases in your roadmap?
- ☐ Are there any existing patents, trademarks, or copyrights relevant to your technology?
- ☐ Have you completed your data strategy plan?
- ☐ How will you collect, store, and utilise data, ensuring compliance with data regulations?

**3**

## Legal Considerations

- ☐ Have you consulted with legal experts about technology law to protect your business?
- ☐ Have you established a strategy to address data privacy and security concerns?
- ☐ Is the ownership of intellectual property generated by employees clearly defined?
- ☐ Is there a process for documenting the creation of intellectual property by employees or contractors?
- ☐ Have you considered all legal concerns that need to be addressed regarding intellectual property ownership?

**4**

## Operations and Infrastructure

- ☐ Have you selected a suitable cloud hosting or server infrastructure while taking into account the data residency requirements in Jersey?
- ☐ Have you established a clear process for software deployment, maintenance and updates?
- ☐ Have you implemented strong cybersecurity measures to protect sensitive data?

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## Data Protection

- ☐ Does your company meet full compliance with Jersey's Data Protection Law?
- ☐ Have you implemented data security best practices, including encryption and access controls?
- ☐ Have you reviewed the data localisation requirements and how they influence your infrastructure?

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## Cybersecurity

- ☐ Have you made cybersecurity a top priority from the very beginning, especially considering the growing threat landscape?
- ☐ Have you implemented strong security measures to protect against cyberattacks and data breaches?
- ☐ Have you considered cyber insurance to mitigate potential financial losses?

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## Seeking Funding

- ☐ Have you established which investors in the tech industry you will target for funding?
- ☐ Have you prepared a technical due diligence package alongside your financial projections?
- ☐ Have you established which funding route you will pursue? (Review our funding guide for advice on your options)

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## Product Development

- ☐ Have you developed a minimum viable product (MVP) to test your core assumptions and gather user feedback?
- ☐ Have you implemented agile development methodologies?
- ☐ Have you considered how your technology will handle growth in users and data?

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## Website and Online Platforms

- ☐ Have you created a strong website that is technically sound, fast and secure?
- ☐ Have you implemented data analytics from the beginning to track user behaviour and optimise performance?
- ☐ Have you considered API integrations for potential partnerships and expanded functionality?

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## Marketing and Sales

- ☐ Have you leveraged digital marketing channels relevant to your target audience (e.g. social media, content marketing, SEO)?
- ☐ Have you established a community around your technology through blogs and forums?
- ☐ Have you considered the benefit of offering free trials or freemium models to attract users?

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## Customer Acquisition and Retention

- ☐ Have you used data analytics to understand user behaviour in order to personalise the user experience?
- ☐ Have you implemented a strategy for customer support systems (e.g., FAQs, knowledge bases, ticketing systems)?
- ☐ Have you established a plan for gaining feedback loop to continuously improve your product based on user input.

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## Financial

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