

# RASK BUSINESS CHECKLIST

“Slower today, faster forever” - WiseTech Global

## WHY

- I know why I'm doing this
- I've spoken to my partner
- I know it'll get tough
- I've listened to critics
- Why now?

## ADMIN & LEGAL

- Name & web domain check
- Spoken to my accountant
- Insurances & licences
- Correct legal structure
- Legal protection of assets
- Employment & HR docs

## OTHER

- Accounting software
- Expert team
- Employees & co-founders
- Bank accounts
- SWOT analysis
- Branding & design palette

## RESEARCH

- I know the market opp.
- I've got some experience
- I've copied competitors \*
- My customer avatar
- Finished the Rask course
- I've got funding
- Basic costing & cashflow

## CORE SOFTWARE

- CRM / customer platform
- Invoicing & billing
- Website
- Socials & email capture

## EQUIPMENT

- Vehicles
- Machinery & tools
- Computers
- Office
- Leases

