

# The Strategic Checklist for Efficient Execution.

## Instructions

Review each of the points and mark your current status: Green (controlled), Amber (in progress), or Red (not started). The points in Red are your immediate priorities. If any point does not apply in your case, do not consider it.

## Phase 1: Foundations

### 1. Legal Structure and Regulatory Compliance:

- Green: Legal advisor hired, requirements clear.
- Amber: In the process of searching for an advisor.
- Red: We have not started.

### 2. Tax and Banking Setup:

- Green: Tax advisor hired, accounts in process.
- Amber: In the process of searching for an advisor.
- Red: We have not started.

### 3. Partner/Distributor Selection and Onboarding (If Applicable):

- Green: Partner selected and contract signed.
- Amber: In the process of evaluating candidates.
- Red: We have not identified candidates.

### 4. Key Hires:

- Green: Critical roles defined and selection process underway.
- Amber: Roles defined, but no candidates.
- Red: We have not defined the critical roles.

## Phase 2: Building Presence (Weeks 5-8)

### 5. Value Proposition Adaptation:

- Green: Value proposition validated with local customers.
- Amber: Proposition translated, but not validated.
- Red: We will use the same proposition as in our home market.

## **6. Localized Pricing Strategy:**

- Green: Prices defined and validated.
- Amber: Competitor analysis done, but no decision made.
- Red: We will use the same prices as in our home market.

## **7. Digital Presence and Visibility:**

- Green: Localized website and active social profiles.
- Amber: In the process of creation.
- Red: We have not started.

## **8. Identification of First Target Customers:**

- Green: List of 20-30 potential customers with contacts.
- Amber: Segments defined, but no list of companies.
- Red: We have not defined the target segments.

## **Phase 3: Commercial Launch (Weeks 9-12)**

### **9. Launch Event or Action:**

- Green: Format and date defined, invitations underway.
- Amber: Idea defined, but no concrete plan.
- Red: We have not thought about a launch.

### **10. Management of First Sales and Orders:**

- Green: Operational process mapped and tested.
- Amber: Process mapped, but not tested.
- Red: We have not defined the operational process.

### **11. KPI and Tracking System:**

- Green: 5-8 KPIs defined and dashboard created.
- Amber: KPIs defined, but no dashboard.
- Red: We have not defined the KPIs.

### **12. Contingency Plan for Critical Risks:**

- Green: 3-5 risks identified with a plan B for each.
- Amber: Risks identified, but no plan B.
- Red: We have not thought about the risks.

## Your Action Plan

1. **Prioritize the Reds:** These are your fires to put out. Assign a responsible person and a deadline for each.
2. **Advance the Ambers:** These are your next steps. Make sure they don't get stuck.
3. **Review the Greens:** Make sure they remain under control.

Review this checklist frequently. Your goal is to have all points in Green.