THE CUMBERBATCH GROUP

# Business Launch Checklist

A practical readiness framework for verifying the strategy, systems, responsibilities, and launch activities required to enter the market with discipline

| | |
|---|---|
| **Business or project** | |
| **Launch lead** | |
| **Target launch date** | |
| **Market or geography** | |
| **Version** | |

## How to use this checklist

Review each requirement with the person responsible for the work. Mark an item complete only when the supporting evidence exists and has been checked. Record unresolved risks, assign corrective actions, and confirm that essential launch conditions are satisfied before committing publicly to the launch date.

## 01 STRATEGY AND LAUNCH DECISION

Confirm that the opportunity, target customer, business model, objectives, and launch boundaries are sufficiently clear.

| Check | Readiness requirement | Evidence or location | Owner |
|---|---|---|---|
| | Customer problem is clearly defined | | |
| | Target customer and priority segment are documented | | |
| | Market demand has been tested with credible evidence | | |
| | Value proposition and primary customer outcome are clear | | |
| | Business model and revenue logic are understood | | |
| | Launch objectives and success measures are approved | | |
| | Launch scope and exclusions are documented | | |

**Critical strategic assumptions still requiring evidence**

**Formal launch decision and approving authority**

## 02 LEGAL AND ADMINISTRATIVE FOUNDATION

Verify that the entity, registrations, agreements, policies, intellectual property, and compliance obligations support lawful operation.

| Check | Readiness requirement | Evidence or location | Owner |
|---|---|---|---|
| | Business entity and ownership structure are confirmed | | |
| | Required registrations, licenses, and permits are active | | |
| | Tax identification and filing responsibilities are established | | |
| | Customer contracts, terms, and policies are approved | | |
| | Supplier, contractor, and partner agreements are complete | | |
| | Trademark, copyright, domain, and other intellectual property are protected | | |
| | Privacy, data, industry, and employment obligations have been reviewed | | |

**Professional advice obtained and matters still outstanding**

**Compliance risk that could delay launch**

## 03 FINANCIAL READINESS

Confirm the startup economics, cash requirements, payment systems, controls, and reporting needed to operate through the launch period.

| Check | Readiness requirement | Evidence or location | Owner |
|---|---|---|---|
| | Startup costs and launch budget are complete | | |
| | Working-capital requirement and cash runway are understood | | |
| | Pricing covers costs, margin requirements, and customer value | | |
| | Revenue, expense, and cash-flow assumptions are documented | | |
| | Banking, bookkeeping, and chart of accounts are established | | |
| | Payment collection, refunds, and financial controls are tested | | |
| | Insurance and financial contingencies are in place | | |

**Minimum cash required before launch**

**Financial trigger that would require a revised plan**

## 04 BRAND AND MARKET POSITION

Ensure the brand communicates a clear, credible, and consistent position to the intended audience.

| Check | Readiness requirement | Evidence or location | Owner |
|---|---|---|---|
| | Brand purpose, promise, and positioning are documented | | |
| | Business and product names are approved and available | | |
| | Core messages and proof points are complete | | |
| | Visual identity and usage standards are approved | | |
| | Audience, tone, and communication priorities are defined | | |
| | Brand assets are prepared in the required formats | | |
| | All customer-facing materials have been reviewed for consistency | | |

**Primary position the market should understand**

**Brand issue requiring correction before launch**

## 05 OFFER AND DELIVERY READINESS

Verify that the offer, quality standard, capacity, fulfillment process, and customer commitments can be delivered reliably.

| Check | Readiness requirement | Evidence or location | Owner |
|---|---|---|---|
| | Core product or service specification is final | | |
| | Packages, options, inclusions, and exclusions are documented | | |
| | Quality standards and acceptance criteria are defined | | |
| | Suppliers, inventory, materials, and production capacity are confirmed | | |
| | Delivery, fulfillment, and handoff processes have been tested | | |
| | Support, returns, complaints, and service recovery are defined | | |
| | Demand above expected volume can be managed responsibly | | |

**Maximum reliable launch capacity**

**Delivery failure most likely to damage customer trust**

## 06 CUSTOMER AND SALES READINESS

Confirm the buying journey, sales process, customer communications, and retention practices are prepared and understood.

| Check | Readiness requirement | Evidence or location | Owner |
|---|---|---|---|
| | Customer journey from discovery through follow-up is mapped | | |
| | Lead qualification and sales stages are defined | | |
| | Sales scripts, proposals, quotations, and FAQs are ready | | |
| | Customer records and consent are captured appropriately | | |
| | Onboarding and welcome communications are complete | | |
| | Feedback, testimonials, referrals, and retention are planned | | |
| | Sales and service teams understand customer commitments | | |

**Most important friction point in the customer journey**

**Customer commitment that must never be missed**

## 07 MARKETING AND LAUNCH COMMUNICATIONS

Ensure the market-entry message, channels, content, calendar, responsibilities, and measurement plan are ready.

| Check | Readiness requirement | Evidence or location | Owner |
|---|---|---|---|
| | Launch audience, objectives, and call to action are confirmed | | |
| | Campaign concept and key messages are approved | | |
| | Channel plan and publishing calendar are complete | | |
| | Content, creative assets, and media requirements are ready | | |
| | Email, social, public relations, event, and partner activity is coordinated | | |
| | Tracking links, campaign measures, and reporting ownership are assigned | | |
| | Response plan exists for questions, complaints, and public issues | | |

**Primary launch message and action requested**

**Communication dependency that could delay launch**

## 08 WEBSITE AND TECHNOLOGY READINESS

Confirm that customer-facing technology, internal systems, integrations, security, analytics, and recovery procedures work as intended.

| Check | Readiness requirement | Evidence or location | Owner |
|---|---|---|---|
| | Website content, navigation, forms, and links are complete | | |
| | Mobile, browser, accessibility, and performance checks are complete | | |
| | Checkout, booking, payment, and confirmation flows are tested | | |
| | Email, CRM, analytics, and required integrations are working | | |
| | Domains, accounts, permissions, and ownership are documented | | |
| | Security, privacy, backups, and recovery procedures are active | | |
| | Technical support and incident escalation are assigned | | |

**End-to-end customer transaction tested by**

**Technology failure and recovery plan**

## 09 OPERATIONS AND SUPPLY READINESS

Verify that the recurring work, resources, vendors, inventory, documentation, and controls can support launch execution.

| Check | Readiness requirement | Evidence or location | Owner |
|---|---|---|---|
| | Core operating procedures are documented | | |
| | Vendors, facilities, equipment, and supplies are confirmed | | |
| | Inventory levels, reorder points, and lead times are understood | | |
| | Scheduling, workflow, and handoffs are tested | | |
| | Quality, safety, and compliance checks are assigned | | |
| | Records, reporting, and performance reviews are established | | |
| | Contingencies exist for key supplier or operational failure | | |

**Operational bottleneck most likely during launch**

**Contingency resource or supplier**

## 10 TEAM AND ACCOUNTABILITY

Confirm that every critical responsibility has an owner with the authority, information, capacity, and escalation path required to act.

| Check | Readiness requirement | Evidence or location | Owner |
|---|---|---|---|
| | Launch leader and decision authority are confirmed | | |
| | Roles, responsibilities, and handoffs are documented | | |
| | Team members have been trained and briefed | | |
| | Workload and coverage are realistic for launch demand | | |
| | Partners and contractors understand deliverables and deadlines | | |
| | Meeting rhythm, reporting, and escalation procedures are set | | |
| | Backup owners exist for business-critical responsibilities | | |

**Decision that only the launch leader may make**

**Responsibility with inadequate coverage**

## 11 LAUNCH SCHEDULE AND CONTROL

Coordinate dependencies, testing, approvals, communications, go-live activity, monitoring, and contingency decisions.

| Milestone | Owner | Due date | Dependency | Status |
|---|---|---|---|---|
| Final readiness review | | | | |
| Content and asset freeze | | | | |
| End-to-end testing complete | | | | |
| Team launch briefing | | | | |
| Customer and partner notification | | | | |
| Go-live authorization | | | | |
| Launch monitoring period | | | | |
| Post-launch review | | | | |

**Go or no-go decision time, participants, and criteria**

**Rollback, pause, or alternative launch procedure**

## 12 FINAL READINESS AND POST-LAUNCH PRIORITIES

Document unresolved issues, approve the launch decision, and establish the immediate operating priorities after go-live.

| Area | Ready | Conditional | Not ready | Evidence reviewed by |
|---|---|---|---|---|
| Strategy | | | | |
| Legal and administration | | | | |
| Finance | | | | |
| Brand | | | | |
| Offer and delivery | | | | |
| Customer and sales | | | | |
| Marketing | | | | |
| Technology | | | | |
| Operations | | | | |
| Team | | | | |

**Conditions that must be resolved before launch**

| First 30-day priority | Measure | Owner | Review date |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |

**Final decision, approving authority, and date**