



Startup Resilience Checklist

Use this checklist when the environment feels unstable and you need to quickly assess whether the company is staying close to what matters most.

Direction

- ☐ Have we narrowed our focus for the next 30 days?
- ☐ Does the team know the top 1-3 priorities right now?
- ☐ Have we reduced distractions, side bets, or non-essential work?

Customers

- ☐ Have we spoken to key customers recently?
- ☐ Do we know what has changed in their priorities, budgets, or urgency?
- ☐ Are we close enough to notice new pain points before they become obvious?

Execution

- ☐ What absolutely needs to move this week?
- ☐ What are we shipping, testing, or advancing in the next 7-30 days?
- ☐ Where are we stuck in planning instead of action?

Cash

- ☐ Do we know our current runway clearly?
- ☐ Have we identified what protects revenue and what drains it?
- ☐ Are we making decisions from real numbers or vague optimism?

Team

- ☐ Does the team know what is true, what is uncertain, and what happens next?
- ☐ Are we communicating clearly and regularly enough?
- ☐ Have we created unnecessary confusion by changing direction too often?

Founder

- ☐ Am I helping reduce noise, or adding to it?
- ☐ Am I creating clarity for the team?
- ☐ Am I staying close enough to customers, numbers, and priorities to lead well?