# Planner: 90-Day Start-Up Launch Planner

*3-month action plan to go from concept to business launch*




This planner is designed to help first-time entrepreneurs in India move from a business idea to a real, running business within 90 days. Instead of long planning cycles, the planner follows a practical approach: validate → set up → sell → stabilise. By the end of the 3 months, the enterprise should have paying customers, clear pricing, and a basic legal setup completed.

This planner focuses on action, not theory. Each week contains small, achievable steps that build momentum and reduce the risk of starting the wrong business.

**How to Use This Planner**

1. Follow week by week, do not skip ahead
2. Tick each activity only after completing it
3. Spend time talking to customers every week
4. Write answers in a notebook or digital document
5. Avoid large investments before Week 6
6. Every week must produce a clear output (decision, document, customer, or sale)

**MONTH 1 → IDEA CLARITY & VALIDATION**

**Goal: Check if customers really need the business and are ready to pay**

**Week 1 – Identify Opportunities**

| **Key Actions** | ✔ |
|---|---|
| List personal skills, hobbies, and experience | ☐ |
| List available resources (space, tools, network) | ☐ |
| Identify 5 problems people face around you | ☐ |
| Observe local market shops/services | ☐ |
| Shortlist 3 possible business ideas | ☐ |
| Discuss ideas with 2 experienced people | ☐ |
| Select top 2 ideas for testing | ☐ |

**Week 2 – Customer Discovery**

| **Key Actions** | ✔ |
|---|---|
| Define target customer for each idea | ☐ |
| Prepare 5 simple questions to ask customers | ☐ |
| Talk to at least 15 potential customers | ☐ |
| Record their problems and current solutions | ☐ |

| | |
|---|---|
| Ask how much they currently spend | ☐ |
| Identify most repeated problem | ☐ |
| Drop one weak idea | ☐ |

**Week 3 – Market Research**

| **Key Actions** | ✔ |
|---|---|
| Visit 5 competitor businesses | ☐ |
| Note pricing and offerings | ☐ |
| Identify gaps in service/product | ☐ |
| Check online demand (Google/WhatsApp groups) | ☐ |
| Estimate daily customer demand | ☐ |
| Estimate basic cost of starting | ☐ |
| Decide final business idea | ☐ |

**Week 4 – Business Model Decision**

| **Key Actions** | ✔ |
|---|---|
| Define exact product/service | ☐ |
| Define target customer profile | ☐ |
| Decide price range | ☐ |
| Estimate cost per unit/service | ☐ |
| Calculate expected profit margin | ☐ |
| Write simple business plan (1 page) | ☐ |
| Take go/no-go decision | ☐ |

**MONTH 2 → BUILD & SETUP**

**Goal: Prepare the business legally and operationally**

**Week 5 – Financial Planning & Pilot**

| **Key Actions** | ✔ |
|---|---|
| Calculate startup investment required | ☐ |
| Decide investment source (savings/loan/family) | ☐ |
| Prepare sample or prototype | ☐ |
| Offer trial to 5 customers | ☐ |
| Collect feedback | ☐ |
| Adjust pricing | ☐ |
| Adjust offering | ☐ |

**Week 6 – Improve Product/Service**

| **Key Actions** | ✔ |
|---|---|
| Finalise product/service version | ☐ |
| Standardise quality process | ☐ |
| Write step-by-step operating process | ☐ |
| Estimate time per order | ☐ |
| Calculate break-even quantity | ☐ |
| Create supplier list | ☐ |
| Finalise vendor | ☐ |

**Week 7 – Business Registration**

| Key Actions | ✔ |
|---|---|
| Choose business structure (usually Proprietorship) | ☐ |
| Choose business name | ☐ |
| Apply for Udyam Registration | ☐ |
| Open current bank account | ☐ |
| Create PAN (if needed) | ☐ |
| Register GST (if applicable) | ☐ |
| Apply for local licence if required | ☐ |

**Week 8 – Operations Setup**

| Key Actions | ✔ |
|---|---|
| Purchase required tools/equipment | ☐ |
| Arrange workspace | ☐ |
| Procure raw materials | ☐ |
| Setup billing system (register/app) | ☐ |
| Create order tracking method | ☐ |
| Fix supplier purchase schedule | ☐ |
| Run internal test production | ☐ |

**MONTH 3 → LAUNCH**

**Goal: Generate sales**

**Week 9 – Branding Basics**

| Key Actions | ✔ |
|---|---|

| | |
|---|---|
| Design logo | ☐ |
| Create visiting card | ☐ |
| Create WhatsApp Business account | ☐ |
| Upload product catalogue | ☐ |
| Create Google Business listing | ☐ |
| Take product photos | ☐ |

**Week 10 – Soft Launch**

| **Key Actions** | ✔ |
|---|---|
| Inform network & contacts | ☐ |
| Offer launch discount | ☐ |
| Sell to first 10 customers | ☐ |
| Record customer details | ☐ |
| Ask for feedback | ☐ |
| Fix operational problems | ☐ |
| Improve delivery time | ☐ |

**Week 11 – Marketing & Trust Building**

| **Key Actions** | ✔ |
|---|---|
| Collect testimonials | ☐ |
| Post on WhatsApp status daily | ☐ |
| Partner with local shops/groups | ☐ |
| Offer referral discount | ☐ |
| Print small posters | ☐ |
| Track daily enquiries | ☐ |
| Track daily sales | ☐ |

**Week 12 – Official Launch**

| **Key Actions** | ✔ |
|---|---|
| Announce official opening | ☐ |
| Reach 25 customers | ☐ |
| Calculate weekly profit | ☐ |
| Adjust pricing if required | ☐ |
| Plan repeat purchase strategy | ☐ |
| Prepare monthly expense sheet | ☐ |
| Set next 90-day growth goal | ☐ |

**End of Day-90 Outcome**

By completing all checkboxes, the entrepreneur will have:

- A validated business idea
- Registered business (if required)
- Operational process
- Branding presence
- Customer database
- First sales and repeat customers

**This means the business is operational.**

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