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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