



Start-Up Assessment

Let's take a look at where you're up to on your Start-Up journey. By completing this assessment, you'll get an idea of what issues are pressing for you at the moment. Many of them you'll be able to handle yourself, but others might require some help.

Business Name registered? _____

Domain Name purchased? _____

ABN applied for?

Business bank account opened?

Business structure selected

Sole Trader

Partnership → Partnership Agreement signed

Company → Documentation signed

Other _____

Commenced trading ___/___/___

Logo

Tag line – Key phrase _____

Website URL _____

Business Facebook Page URL _____

Other social platforms (business) _____

Describe your business

Number of employees? _____

Do you use contractors? _____

Do you operate from a Shopfront

Home Office

Shared office space

Online

Other _____

Who is your target market?

What problem does your business solve for them?

What would you like to achieve in the next 12 months?

Is this your first business? Yes No

What 3 personal strengths do you bring to this venture?

1. _____

2. _____

3. _____

What areas of your skill set need support?

What major events are already scheduled for the next 12mths?

What are your top 5 priorities on your business 'To Do' list?

1. _____
2. _____
3. _____
4. _____
5. _____

Do you have key professionals in place to assist you over the next 12mths?

- Solicitor _____
- Accountant _____
- Bookkeeper _____
- Business Coach / Mentor _____
- Other _____

What Now?

Sometimes, it's helpful to get a few things down in writing, and that might be all you needed to do. But if you'd like a lawyer to take you through **your legal obligations**, help you **prioritise** them and provide you with plenty of **DIY links** for your next 12mths, complete and return this self-assessment by email and we'll contact you to book a **90min Legal Coaching Strategy Session**.

We know that time & money are both limited in the Start-Up world, so we take a very focused approach to the time we spend with you. This assessment helps us **tailor our discussions** so we only talk about the things that are relevant to you.