



## The First 90 Days: Building a Strong Startup Foundation

### Why the First 90 Days Matter

The first three months in business are more than just a starting line - they're where you establish credibility, protect your operations, and create the structure to grow. The steps you take now will determine whether you spend your time chasing problems or building momentum.

### Days 1–30: Establish the Essentials

- Register your business structure and secure your EIN.
- Open a dedicated bank account and accounting software.
- Get your insurance, licenses, and permits in order.
- Launch your brand presence - logo, website, and professional email.
- Draft your first budget and create a basic cash flow forecast.

### Days 31–60: Build Your Operations

- Document your workflows with Standard Operating Procedures (SOPs).
- Select your core technology: accounting, project management, Customer Relations Management.
- Put payroll and HR basics in place.
- Create a system for managing clients and leads.
- Confirm your pricing strategy and sales process.

### Days 61-90: Position for Growth

- Launch your first marketing push - website updates, social media, referrals.
- Begin reviewing monthly financial reports and track KPIs.
- Explore funding options (credit lines, SBA loans, or investors).
- Strengthen risk management with contracts and vendor agreements.
- Map out your one-year growth plan with quarterly milestones.

### Looking Ahead

By day 90, your startup should stand on a stable foundation: structured, compliant, and ready to scale. Businesses that commit to these early steps position themselves not just to survive, but to grow with clarity and confidence.

### Ready to start your business the right way?

CKS Growth Solutions partners with entrepreneurs from the very beginning - helping you set up financial systems, establish clarity, and build a foundation that supports growth from day one. Don't wait until challenges arise. Let's advance your business together - schedule your consultation today.

### CKS Growth Solutions

Advance. Grow. Breakthrough.

Professional CFO, Controller, and Advisory Services for Startups & Growing Businesses