



The Founder's Finance Checklist

A simple roadmap to get your financial foundation in order and scale with clarity.

Bookkeeping

- ☒ Reconcile all accounts monthly and keep them accurate.
- ☐ Categorize every transaction properly.
- ☐ Use tools like QuickBooks, Xero, or Gusto for automation.

Budget and Forecast

- ☐ Create a 12-month budget with revenue and expense targets.
- ☐ Reforecast quarterly and compare actuals versus goals.

KPI Tracking

- ☐ Track 5–10 metrics that truly matter: revenue growth, margin, cash, churn.
- ☐ Review weekly so you're steering with data, not guesswork.

Tax and Compliance

- ☐ File and pay all taxes on time.
- ☐ Work with a CPA who understands your industry.
- ☐ Set aside 25–30% of profit for taxes monthly.

Financial Strategy

- ☐ Use your numbers to make proactive decisions.
- ☐ Build 6–12 month cash projections.
- ☐ Align financial goals with your business goals.

Cash Management

- ☐ Maintain 2–3 months of operating reserves.
- ☐ Monitor weekly inflows and outflows.
- ☐ Negotiate terms to protect your cash position.