



# The Founder's Financial 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.