



THE STARTUP OPERATIONS TOOLKIT

THE
AXON
CONSULTING

Operational Excellence
Across Borders

The Startup Operations Toolkit

Your First 90 Days of Scalable Systems

This toolkit is designed to you build a strong operational foundation. It includes checklists, templates, and tools that you can implement right away to bring clarity, efficiency, and scalability to your growing business.

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1. Lean Startup Operations Checklist

Use this checklist to identify and prioritize operational improvements in the first 90 days.

- Define roles and responsibilities clearly
- Set up basic SOPs for recurrent tasks
- Identify and track key performance metrics
- Establish weekly team meeting rhythm
- Evaluate tools and automate repetitive work
- Document your core processes
- Assign ownership to each core process

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2. Standard Operating Procedure (SOP) Template

Use this template to standardize recurrent tasks or processes.

SOP Title: _____

Owner:_____

Frequency:_____

Purpose: Briefly describe the purpose of this SOP

Steps:

Notes:

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3. KPI Dashboard Starter Guide

Track the most critical metrics to keep your startup on course.

Suggested KPIs by area:

- Growth: MRR, New Customers, Churn Rate
- Operations: Cycle Time, SLA Adherence, Task Completion Rate
- Finance: Burn Rate, Runway, CAC, LTV

Tip: Use Google Sheets or Notion to create a lightweight dashboard. Update weekly.

NEED MORE HELP?

Feel free to reach out for more help
implementing your operational processes



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