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CHECKLIST

Before you ask someone to be your business co-founder

Ten things to ask or check. Proof of selling beats a title or a degree.

- [ ] Who have you talked to about this problem in the last month?
- [ ] What have you sold before, to whom, and for how much?
- [ ] Who pays for our product, how much, and why now?
- [ ] Which customers or partners could you call this week?
- [ ] What would you own: customers, sales, pricing, fundraising, hiring?
- [ ] How much of the product do you want to understand?
- [ ] How many hours a week can each of us give?
- [ ] How long can each of us go without a salary?
- [ ] Do we start from an equal split, with vesting and a cliff?
- [ ] What would a successful two-week sprint look like?

Notes