

# Coronavirus Survival Guide Checklist For Startups



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**IDEAN**  
CONSULTING

# ABOUT IDEAN CONSULTING

IDEAN provides conversion focused MarTech & Business Strategy consultancy services to all size companies, from tech startups to MNCs that fuel exponential growth in your business.

We also provide advanced certification masterclasses, comprehensive training, execution plans and exclusive resources on MarTech, Digital Marketing and Business Strategies to tranform your career and business.

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# Introduction

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The COVID - 19 pandemic is going to stress-test startups.

All the startups are severely constrained on resources. A few weeks or months of dry season due to the pandemic can put startups in immense danger.

As a leader, you need to devise contingency plans to survive in the turmoil.

In this checklist, we will cover the Coronavirus contingency plan for your startups that Idean created. This includes primarily 5 strategies and several courses of actions that you can follow. Consider this as a guideline you can quickly pick and then improvise per your need.

If done right, following the 5 strategies can help you to be better prepared for the crisis.

# CHECKLIST

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## 1. Risk Assessment and Action

- Devise risk assessment and action plans with your leaders.
- Establish 2-3 members Response Team
- Create Standard Preventive Measures Plan
- Print and place it where it's easily visible

## 2. Virtual Workplace Protocol

- Identify who can work from home
- Whom you need at office
- What are the tools and technologies needed to work from home
- Establish Communication Standards & Channels
- Determine the Execution Plans

# CHECKLIST

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## 3. Stakeholders Management

- Call 'All in Hands' meeting and discuss your plans for handling Corona with everyone
- Get in touch with your partners, suppliers, collaborators and discuss SOPs
- Contact with your investors, shareholders, board members, mentors and ask for their suggestions and support

## 4. Financial Contingency Plan

- Identify major revenue sources
- Be brutal in cutting unnecessary expenses
- Rethink capital expenditure and investments
- Do risk and opportunity management
- Determine cash runways and cut burn rate
- Find alternatives funding sources

# CHECKLIST

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## 5. Psychological Safety

- Protect your employees
- Keep up the morale in your company
- Encourage to take extra leave with the slightest symptom of sickness
- Manage your own stress

### **Just Do It!**

Surviving coronavirus can make the immune systems of our startups stronger. This can be the beginning of a new-era.

Let's stand strong together in the crisis moment. Let's support each other in the fight against coronavirus. Let's extend our helping hands and survive this global phenomena.

*P.S. You're Just One IDEA Away...*