

How to launch a startup

- Name
 - Is the domain available
 - Godaddy
 - Is the name easy to tell over phone
 - Name.com
 - Are there any trademark concerns

- Do you need to create a spec
 - Wireframes
 - Balsamiq.com
 - User Stories
 - gomockingbird.com

- Design
 - How complicated is the design
 - Can you buy an existing design
 - ThemeForest.com
 - Do you have access to designers
 - Wordpress Themes
 - 99designs.com

- Technology
 - Do you know what technology you are going to use?
 - Ruby on Rails
 - Django
 - .Net
 - Can use/customize a open source tool?
 - Wordpress
 - Drupal
 - Joomla

- Content
 - Blogging
 - Is your whole team blogging
 - Infographics
 - Social media
 - Register Twitter and FB handles

- Hosting
 - Does your technology stack have any particular requirements
 - Do you need root access
 - Linode
 - Slicehost
 - Do you need to grow servers quickly
 - Amazon AWS
 - Rackspace Cloud
 - Do you serve large media files
 - Amazon Cloudfront
 - Buy SSL certificates

- Testing
 - Do you have people to test the app?
 - utest.com
 - Do you need to hire people
 - 99tests.com
 - Usability testing
 - usertesting.com
 - feedbackarmy.com