



SMART INTERVENTIONS
The ART & SCIENCE of Business

Startup Feasibility Checklist

LEBANON & GULF MARKETS | 2026 EDITION

Use this checklist before committing capital, time, or team to any new venture.

It covers every critical dimension from market validation to legal setup tailored for Lebanon and the Gulf.

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How to Use This Checklist

Work Through Each Section in Order

A box left unchecked is not a blocker: it's a risk to manage consciously. The goal is clarity, not perfection.

The 70% Rule

If you check fewer than **70% of items in any single section**, pause and address the gaps before investing further. This checklist is designed to surface blind spots not validate what you already believe.

 Need support on any section? Book a free 15-minute discovery call at smartinterventions.org

What This Checklist Covers

Ten critical dimensions, each with a focused set of checkpoints. Together, they form a complete picture of your venture's readiness before you commit real resources.

01

Idea Validation

02

Market Analysis

03

Business Model

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Financial Feasibility

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Decision Readiness

Idea Validation

Does the problem and market actually exist?

- You can describe the core problem in **one sentence**
- You have spoken to **at least 10 potential customers** (not friends or family)
- The problem is a pain point people **actively seek solutions** for
- You understand **who the early adopter is** not "everyone"
- The idea does **not depend on radical habit change** to succeed
- You have **tested the concept informally** before building anything

⚠ Talking to friends and family does not count as market validation. Seek honest feedback from strangers who match your target profile.



Market Analysis

Is there a large enough, reachable market?

Market Sizing

- TAM estimated with real data
- Serviceable market defined — the realistic slice you can reach
- Market size justifies planned investment level
- Market is growing or stable, not declining

Competitive Landscape

- 3–5 direct competitors profiled in detail
- Competitors' weaknesses are understood
- A clear gap or underserved segment identified

Gulf-Specific Demand

- Gulf-specific demand researched if targeting KSA, UAE, or Kuwait
- Local consumer behavior and purchasing norms understood

Financial Feasibility

Do the numbers hold under realistic conditions?

Startup Costs

Fully itemized: setup, inventory, tech, licenses, and fit-out.
No line item left vague.

Projections

Revenue projections built on realistic assumptions not aspirational hopes or best-case only.

Burn Rate

Monthly burn rate calculated. At least **6 months of operating runway** identified before launch.

Buffers & Risk

20% contingency buffer built in. Currency exposure addressed critical for Lebanon-based ventures.



Funding source confirmed or actively being pursued. Tax obligations in target market are understood.



Lebanon's currency exposure risk is not hypothetical — model in LBP and USD scenarios separately.

Legal & Regulatory

Are you set up to operate without surprises?

Business Structure

Structure is decided: SARL, sole proprietorship, offshore holding, or other.
Registration requirements in the target country are fully mapped out.

Licenses & Permits

Sector-specific licenses and permits identified. Regulatory timeline and associated costs are built into the launch plan not treated as an afterthought.

IP Protection

Brand name, logo, and concept are protected or protection is in process.
Data obligations understood: GDPR if targeting Europe, local laws if Gulf or Lebanon.

Agreements & Counsel

Contracts with co-founders are in writing. A local legal advisor in the target market has been consulted not just a generalist back home.



Operations & Execution

Can you actually build and deliver this?

1 Process Mapping

Core operational processes mapped: how the product or service actually gets delivered, step by step.

2 Suppliers & Partners

Key suppliers or service partners are identified and preliminarily engaged.

3 Risk Acknowledgment

Supply chain or service delivery risks are named and acknowledged, not ignored.

1 Team Structure

Minimum viable team structure defined. Critical skills gaps identified with a hiring or partnership plan.

2 Tech Stack

Tools and technology needed are costed and selected not left open-ended until after launch.

3 Quality Control

Quality control mechanisms planned from day one not retrofitted after the first complaint.



SECTION 07

Go-To-Market

How will you get your first 100 customers?



Acquisition Channel

Primary channel identified not just "social media and word of mouth." Channel is specific, testable, and budgeted for the first 6 months.



Customer Journey

The full path from awareness to purchase is mapped. You know where drop-off is most likely and have a plan to reduce it.



Brand & Positioning

Brand name, positioning, and key message are defined. Pre-launch validation or waitlist building strategy is in place.



Gulf-Specific Norms

GCC marketing norms addressed: platform preferences, language considerations, influencer culture, and Ramadan seasonality if relevant.

Team & Founder Fit

Are the right people in the right seats?

Inside the Founding Team

- Relevant industry experience exists — or experienced advisors supplement the gap
- Roles and responsibilities clearly split among co-founders
- Equity structure agreed and documented in writing
- Team has worked under pressure together — or has a clear decision-making process for conflict

Outside Support

- Known gaps in the team have a concrete plan to be filled
- 1–2 experienced advisors or mentors are engaged outside the business

The founding team is the single highest-leverage variable in early-stage success. Be brutally honest about what's missing.

Risk Assessment

What could kill this and what's the plan?

Top 5 Risks Written Down

Each risk has a named mitigation strategy or contingency not a vague "we'll figure it out."

Lebanon & Gulf Context

Economic and political risk specific to the target market is explicitly addressed, not assumed away.

Single Points of Failure

Dependencies on one key customer, supplier, or team member are identified and a backup exists.

Exit & Pivot Scenarios

A pivot or exit scenario is thought through. Personal financial exposure is defined and consciously accepted.



Decision Readiness

Are you actually ready to move forward?

90-Day Plan

1

A clear action plan exists for the moment you get the green light. No waiting for perfect conditions.

2

Why Now?

You can articulate clearly why this is the right moment for this venture in this market.

12-Month Success

3

You have defined what "success" looks like at 12 months in measurable, specific terms.

4

Stop Conditions

You know what signals within 6 months would make you stop or pivot and you'll honor them.

Assumption Challenge

5

At least one experienced person has challenged your core assumptions and you've listened.

6

Rational Decision

You are making this decision with a clear head, not under external pressure.

Your Readiness Scorecard

Use this framework to score yourself across all ten sections. A section with fewer than 70% of boxes checked is a **priority gap** address it before committing further resources.





Not Sure Where Your Gaps Are? Let's find out together.

Smart Interventions offers **free 15-minute discovery calls** for entrepreneurs and founders. No pitch, no pressure just honest clarity on your next move.

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