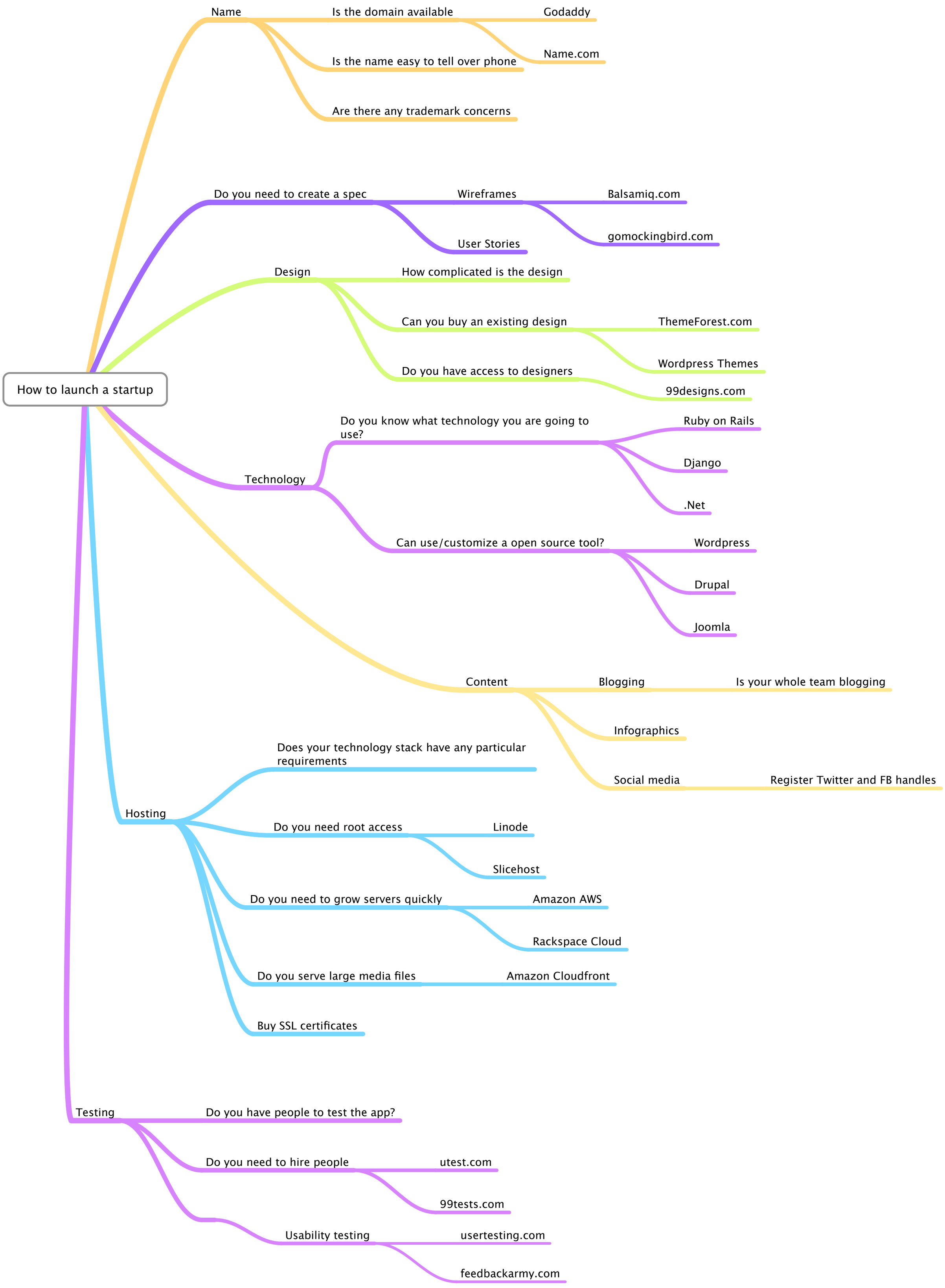
How to launch a startup
Name
Is the domain available
Godaddy
Name.com
Is the name easy to tell over phone
Are there any trademark concerns
Do you need to create a spec
Wireframes
Balsamiq.com
gomockingbird.com
User Stories
Design
How complicated is the design
Can you buy an existing design
ThemeForest.com
Wordpress Themes
Do you have access to designers
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?
Do you need to hire people
utest.com
99tests.com
Usability testing
usertesting.com
feedbackarmy.com