Your first three steps

Before you spend a single rupee

The checklist below from our 50 Micro-Business Ideas guide. Complete all three before committing money to any idea.

Step 1 — Validate your idea

☐ **Talk to 5–10 potential customers**	Ask about their problems related to your idea before building anything.
☐ **Confirm they would actually pay**	Listen for a real yes, not polite encouragement.
☐ **Write down the exact problem you are solving**	One sentence. If you cannot state it simply, refine it further.

Step 2 — Separate your finances

☐ **Open a new zero-balance digital savings account**	Or set up a dedicated UPI ID just for the business.
☐ **Keep every business rupee separate from personal money**	Track it from day one, not after month three.
☐ **Note your total starting budget**	Write the number down. Do not exceed it on your first idea.

Step 3 — Build your digital shutter

☐ **Create a free Instagram Business profile**	Your storefront before you have a store.
☐ **Set up a WhatsApp Business account**	Add a catalog, business hours, and auto-replies.
☐ **Claim a free Google Business Profile**	Essential if customers will search for you locally.

Bonus — Choosing your idea

☐ **Shortlist 2–3 ideas from the 50 Micro-Business Ideas list**	Pick ones that match your existing skills or interests.
☐ **Compare estimated investment against your budget**	From Step 2. Stay within what you can afford to lose.
☐ **Take one real first step this week**	Post one flyer, message one contact, list one product.

Pair this checklist with the full 50 Micro-Business Ideas guide and the complete article on upframeiq.com for earning potential and first-step details on each idea.