

Checklist: Researching the best technology for your startup

Looking for new technology but not sure where to begin? Follow this checklist to identify the technology you need, research your options and lay the groundwork for successful implementation.

Identify your needs

- Establish the problem you want to solve with new technology, e.g. increasing efficiency, improving remote collaboration or strengthening online security
- Speak to relevant stakeholders (e.g. co-founders or employees) to confirm their needs
- Set a budget, considering any maintenance, upgrades or add-ons required
- Consider your short-term and long-term business plans and whether the technology will be able to grow with you

Do your research

- Speak to other founders in your network to find out what technology they use and how it's worked for their businesses
- Tune into webinars to learn more about the latest technology and get expert insight into the best options available
- Use online publications and social media sites to find impartial reviews
- Verify that new technology can be integrated with other tools in your business
- Sign up for free trials or demos of technology to see how it would work in practice – but don't forget to cancel!

Develop a roadmap

- Check the long-term support that will be available, from online resources and forums to customer service departments
- Create a roadmap for implementation, factoring in any time and resources needed to provide training for your team
- Define what success looks like for your business and how you will measure impact
- Stay up to date with the latest developments to ensure you're getting the most out of your technology