

The Six-Step Checklist

THE VETERINARIAN
ENTREPRENEUR

From idea to harvest, without overspending. Each step is a cheap test that kills a risk.

1

SEE: Map the opportunity

- ☐ Write down **three pains** you saw with your own eyes—in a ranch, a clinic, a lab—.
- ☐ Get the contact info of **ten customers in your niche** who suffer it.
- ☐ Apply the **Mom Test**: ask “what did you do last time you had this problem, and what did it cost you?”—past facts, not intentions—.

Kills this risk: building something nobody cares about.

2

VALIDATE: Prove the demand

- ☐ Run a **Wizard of Oz** validation (deliver the service manually before building software).
- ☐ **Charge** for it, even a little: someone paying is the only real proof of demand.
- ☐ Launch a **simple landing page** to capture market interest and emails.

Kills this risk: the idea sounding good but nobody willing to pay.

3

BUILD: The asset of atoms or bits

- ☐ Automate the service delivery using **AI agents** (count tokens, not payroll).
- ☐ Design a modular product that you can run solo or as a team.

Kills this risk: spending months developing software for a business that doesn't exist.

4

CAPTURE: Build the moat

- ☐ Design your **moat** (shared data, network effect, brand, or physical barrier).
- ☐ Start your **AEO** strategy to exist in artificial intelligence search engines.

Kills this risk: growing with no defenses, getting copied or diluted immediately.

5

SCALE: Model and funding

- ☐ Choose your model: venture-backed rocket or profitable bootstrap niche.
- ☐ Set up a company (in Mexico, a **SAS** is cheap and fast; in the US, an LLC—find your equivalent).
- ☐ If you have cofounders, agree on **vesting** from day one.

Kills this risk: scaling with no legal structure or corporate order.

6

HARVEST: Plan the exit

- ☐ Identify potential strategic buyers in your sector from the beginning.
- ☐ Close the loop with an acquisition, merger, or structured exit.

Kills this risk: getting trapped in a perpetual self-employment with no path to liquidity.

Follow them **in order**: each step only makes sense if you passed the previous one. Don't skip the by-hand validation.

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