KALOS

Business Feasibility, Forecasting & Launch Consultancy

UAE Business Feasibility Checklist

The 25 critical questions to answer before you spend

Know if your business will work before you commit capital. Most new ventures fail on variables that could have been tested beforehand: market demand, true landed unit costs, realistic cash runways, and regulatory requirements. Use this 25-point checklist from the KALOS method to evaluate your venture.

1 Product & Market Analysis — DECIDE

- [ ] **1. Core Differentiation:** What makes this genuinely unique vs. existing market solutions?
- [ ] **2. Target Buyer Profile:** Who exactly buys, what problem does it solve, and how often?
- [ ] **3. Competitor Landscape:** Who are the direct and substitute players in the UAE/GCC?
- [ ] **4. Price Elasticity:** What is the market currently paying, and will buyers pay a premium?

2 Logistics & Unit Economics — DECIDE

- [ ] **5. Supplier Pipeline:** Are procurement terms, lead times, and MOQs verified?
- [ ] **6. Landed Cost Breakdown:** Sourcing, customs duty, shipping, local delivery line by line?
- [ ] **7. Channel Economics:** What take-rates or commissions apply across distributors/retailers?
- [ ] **8. Contribution Margins:** Is the gross margin sufficient to absorb fixed overheads?

3 Financial Forecasting & Risk — DECIDE

- [ ] **9. Capital Requirement:** Total funding needed until self-sustaining cash flow?
- [ ] **10. Breakeven Horizon:** Exactly how many months and units to reach monthly breakeven?
- [ ] **11. Downside Vulnerabilities:** Top 3 fatal risks identified with mitigation plans?
- [ ] **12. The Go / Adjust / Stop Verdict:** Does the model justify a confident green light?

4 Market Pilot & Validation — PROVE

- [ ] **13. Controlled Pilot:** Have initial sales been tested in a confined geography or audience?
- [ ] **14. Customer Feedback:** Are early customer reviews and repurchase rates tracked?
- [ ] **15. Route Verification:** Did distribution channels perform to cost and timeline models?

5 Capital & Investor Readiness — BUILD

- [ ] **16. Evidence-Based Pitch:** Is the deck backed by tested unit economics, not just hope?
- [ ] **17. Q&A Rehearsal:** Are challenging valuation and margin questions rehearsed?
- [ ] **18. Investor Fit:** Are targeted investors aligned with your sector and timeline?

6 UAE Setup & Licensing — BUILD

- [ ] **19. Free Zone vs. Mainland:** Which jurisdiction optimizes your specific activities and taxes?
- [ ] **20. Trade Licences & Clearances:** Are exact licence activities approved by economic authorities?
- [ ] **21. Banking Compliance:** Is the corporate bank dossier ready with provenance of funds?
- [ ] **22. Residency & Visas:** Are investor/partner visas and Emirates IDs scheduled?

7 Execution, Launch & Payback Monitoring

LAUNCH

- [ ] **23. Go-to-Market:** Launch campaign and marketing cadence operational?
- [ ] **24. Channel Activation:** Commercial distribution networks actively taking orders?
- [ ] **25. Payback Tracking:** Monthly variance review against forecast until initial investment returned?

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