

# The Five-Step Checklist

THE VETERINARIAN  
ENTREPRENEUR

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

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1

## Map a real pain in your field

- Write down **three pains** you saw with your own eyes—in a ranch, a clinic, a lab—.
- Get the phone number 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 future intentions—.

**Kills this risk:** building something nobody cares about.

2

## Do it by hand: “Wizard of Oz” validation

- Deliver the result **manually**, without building the product yet.
- Charge** for it, even a little: someone paying is the only real proof of demand.

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

3

## Test it with a cheap landing page

- Build a **no-code page** (free or US\$19) that clearly explains your offer.
- Ask for a **single action**: leave an email, join a waitlist, or pre-pay.

**Kills this risk:** spending on a product before knowing if anyone raises their hand.

4

## Now yes: automate with AI

- Automate **the part you were already doing by hand**—only once you have paying customers—.
- Count **tokens, not payroll**: AI does a team’s work from your laptop.

**Kills this risk:** investing months in software for a business that doesn't exist.

5

## Formalize and get ready to scale

- Set up a company (in Mexico, a **SAS** is cheap and fast to start; in the US, an LLC—find your country’s equivalent).
- Reinvest with discipline; migrate to the vehicle that takes investment (in Mexico, a **SAPI**) when venture capital arrives.
- If you have cofounders, **agree on vesting** from day one.

**Kills this risk:** growing with no legal structure—or moat—and getting copied or diluted.

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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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