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Checklist: Practical ways to future-proof your startup in the new year

Running a fast-paced startup often leaves little time for strategic thinking. But it's important to allow yourself to pause, take a breath and think about how your business could evolve – and there's no better time than now. Follow this checklist for actionable ways to utilise the latest technology trends.

Build a competitive edge with AI

- Make better decisions by using GenAI to analyse data sets and generate insights
- Save time on admin with GenAI tools that can draft briefs and set priorities
- Engage customers, boost revenue and foster loyalty with AI-driven personalisation
- Follow the progress of agentic AI and explore how you can use it to automate more complex tasks
- Use regulatory frameworks and guidance to ensure ethical and responsible AI use

Optimise your infrastructure

- Embrace sustainable technologies to save costs and reduce environmental impact
- Try out digital twin technology to simulate real-life situations and predict outcomes
- Use the latest analytics tools to make rapid decisions based on real-time data
- Adopt AI-powered security measures for instant threat detection and response
- Follow the zero trust security framework to reduce the risk and impact of a data breach

Get the best from your team

- Build a strong digital ecosystem using automation and virtual collaboration tools
- Future-proof your business by identifying skills gaps and providing ways to upskill
- Create a culture of continuous learning by encouraging staff to make time to learn
- Join business networks to meet peers and improve your own tech knowledge
- Prioritise employee mental health and wellbeing, testing whether AI wellness tools can help

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