

MONDAY: A Comprehensive Guide

1. What is Monday?

[Monday.com](https://monday.com) is a visual work management platform that helps teams organise tasks, deadlines, responsibilities, workflows, dashboards, and automations in one place. It can be used by startups to plan activities, track progress, coordinate team members, and keep a clear overview of what needs to happen next.

For AI startups, Monday.com can be especially useful when the team needs to manage several workstreams at once: product development, user research, AI testing, marketing, business planning, funding, and reporting.

Beginner-friendly idea:

Think of Monday.com as a shared project board where every task has a status, deadline, owner, and place in the overall timeline.

2. Why use Monday.com for startup project management?

- It gives a visual overview of tasks, progress, and deadlines.
- It helps assign responsibilities clearly.
- It supports different views, such as table, kanban, calendar, timeline, and Gantt-style views.
- It can help automate repeated actions, such as reminders or status updates.
- It can integrate with other tools commonly used by startups.
- It helps small teams keep communication close to the task instead of scattered across chats.

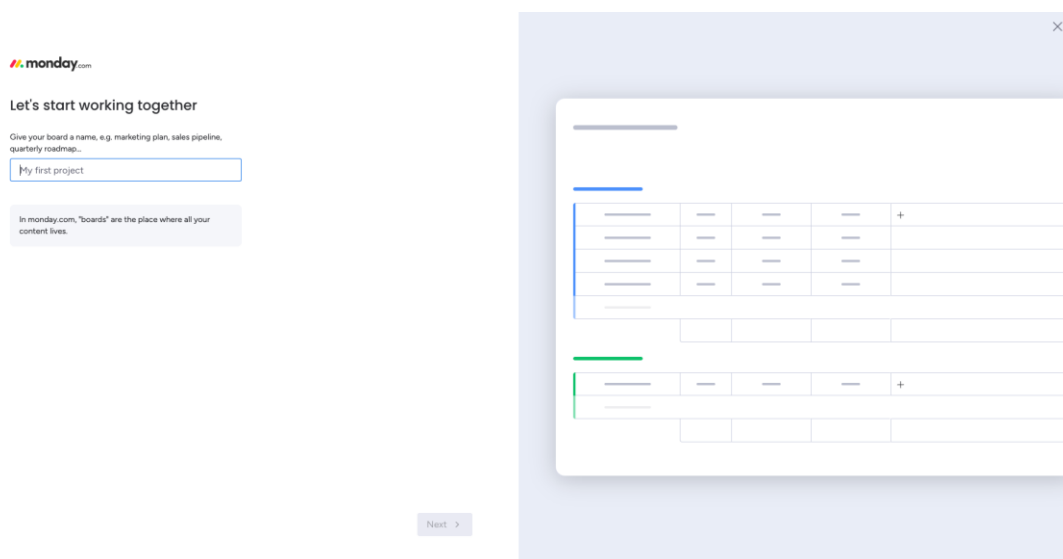
3. Main features for AI startups

Feature	What it does	Startup use example
Workspace	A shared area where boards and project materials are organised.	Create one workspace for the startup team.
Board	A visual project plan made of groups, items, and columns.	Create a board called AI Startup Launch Plan.
Groups	Sections inside a board.	Product, AI Testing, Marketing, Business Planning, Admin.
Items	Tasks or work units.	Create chatbot prototype; write pitch deck; test with users.
Columns	Information attached to each task.	Owner, status, deadline, priority, dependency, notes.
Automations	Rules that trigger actions automatically.	Notify the owner when a deadline is approaching.
Integrations	Connections with other apps.	Connect Google Drive, Slack, Teams, email, or calendar tools.
Dashboards	A visual summary of progress and workload.	Track completed tasks, overdue tasks, and upcoming milestones.
Gantt / Timeline view	A visual timeline of tasks, dependencies, and milestones.	Plan a 6-week AI prototype testing phase.

4. How to get started

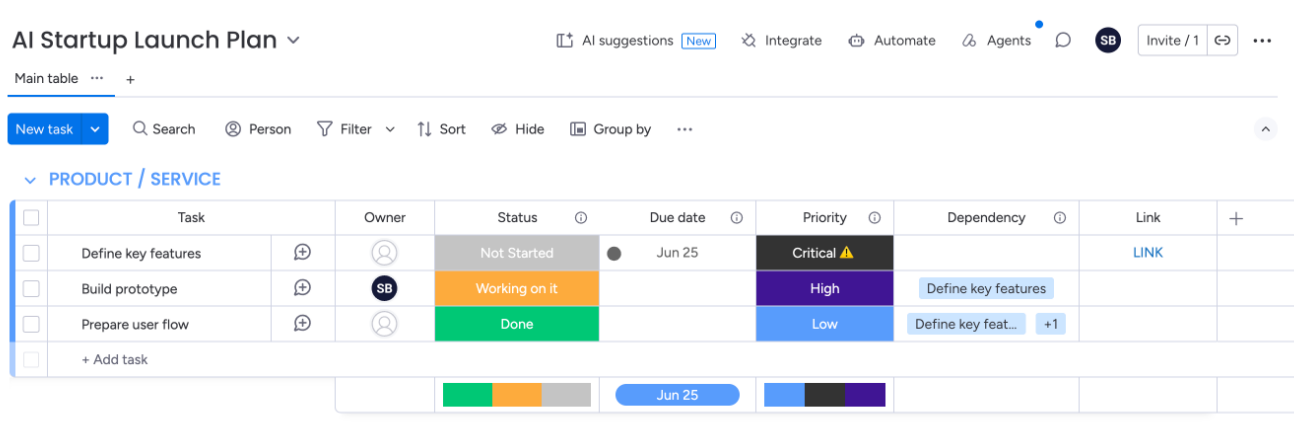
Step 1: Create an account and workspace

1. Go to the [Monday.com](https://monday.com) website and create an account.
2. Create a workspace for your startup team.
3. Give the workspace a clear name, such as GreenBot Startup Workspace or AI Startup Team.
4. Invite team members who will work on the startup project.



Step 2: Create your first project board

1. Create a new board.
2. Name it clearly, for example AI Startup Launch Plan.
3. Choose a simple structure if you are a beginner.
4. Start with a table-style board before adding more advanced views.



Step 3: Create groups for your main work areas

Groups help you divide the board into clear parts. For an AI startup, useful groups can be:

- Product / Service
- AI Testing
- Business Planning
- Marketing
- Funding and Partnerships
- Admin and Reporting

Group	Example tasks
Product / Service	Define key features; build prototype; prepare user flow.
AI Testing	Choose AI tool; test outputs; check accuracy; document risks.
Business Planning	Define target users; prepare costs; write revenue model.
Marketing	Create content plan; design landing page; prepare launch post.
Funding and Partnerships	Research grants; prepare pitch deck; contact mentors.

Step 4: Add tasks as items

Each item should be a clear action. Avoid vague tasks such as "marketing" or "AI". Use action-based task names.

Vague task	Better task
Marketing	Write first social media caption for launch.
AI work	Test chatbot answers with 10 sample user questions.
Business plan	Complete target audience section of the business plan.
Funding	List 5 possible grant opportunities.

Step 5: Add useful columns

Column	Why it is useful
Owner	Shows who is responsible for the task.
Status	Shows progress: Not started, In progress, Review, Done.
Deadline	Shows when the task should be completed.
Priority	Helps the team focus on what matters most.
Dependency	Shows if one task depends on another task.
Notes / Link	Keeps documents, comments, or useful links close to the task.

Step 6: Use subitems for complex tasks

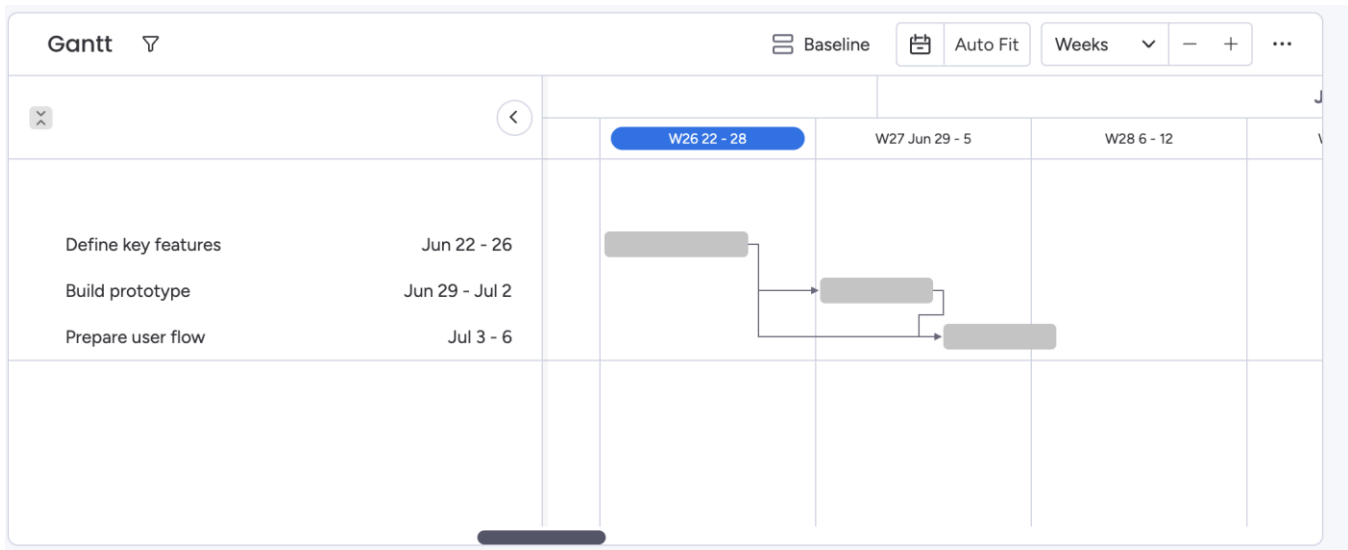
If one task is too large, use subitems to break it into smaller steps.

Main item	Subitems
Prepare user testing	Define test questions; select testers; schedule sessions; collect feedback; summarise results.
Create pitch deck	Problem slide; solution slide; market slide; business model slide; timeline slide.
Launch landing page	Write copy; design layout; add sign-up form; test mobile view; publish.

5. How to create a simple Gantt chart in Monday.com

A Gantt chart helps you see the project timeline, task duration, dependencies, and milestones. In Monday.com, this is usually done by adding timeline or date-related columns and then switching to a Gantt or timeline-style view.

1. Add a Start Date and End Date column, or use a timeline column if available.
2. Add a Dependency column if some tasks must happen before others.
3. Add your project milestones as separate items, such as Prototype ready or First user test completed.
4. Open the board views and add a Gantt or Timeline view.
5. Review whether the timeline is realistic and adjust deadlines if tasks overlap too much.
6. Use the Gantt view during weekly planning to check what is coming next.



6. How to use automations

Automations help reduce manual follow-up. They are useful when your team repeats the same actions or needs reminders.

Automation idea	Why it helps
When status changes to Done, notify the project manager.	Keeps the team updated without extra messages.
When deadline arrives and status is not Done, notify the task owner.	Reduces missed deadlines.
When a new item is created, assign it to a default reviewer.	Makes review responsibilities clear.
Every Monday morning, remind the team to update task statuses.	Supports a weekly planning routine.

Tip:

Start with one or two simple automations. Too many automations can confuse beginners and create unnecessary notifications.

Best practices

- Keep the board simple at the beginning. Add advanced columns only when the team needs them.
- Use clear task names that describe an action.
- Assign one owner to every task.
- Use deadlines realistically. Do not fill the board with impossible timelines.
- Update task status before team meetings.
- Use Gantt view for bigger timelines, not for every small daily task.
- Use comments inside items to keep decisions connected to the task.
- Review overdue tasks as a planning issue, not as personal failure.
- Create templates for repeated workflows, such as weekly content creation or user testing.

7. Common mistakes to avoid

Mistake	Better approach
Creating too many boards.	Start with one main startup board and add more only when needed.
Using unclear statuses.	Use simple statuses: Not started, In progress, Review, Done.
Not assigning owners.	Each task should have one responsible person.
Ignoring the board after setup.	Review and update the board weekly.
Making the Gantt chart too complicated.	Use it to show key tasks, dependencies, and milestones.

8. Mini exercise

Create a Monday.com board for your startup idea and complete the following steps:

1. Create one board called AI Startup Launch Plan.
2. Create at least four groups: Product, AI Testing, Business Planning, and Marketing.
3. Add at least eight tasks.
4. Assign owners and deadlines to each task.
5. Add one milestone and one dependency.
6. Create a timeline or Gantt view.
7. Review the board with your team and improve unclear tasks.

9. Useful resources

- Monday.com official website: <https://monday.com>
- Monday.com Help Center: <https://support.monday.com>
- Monday.com project management templates and learning resources.
- YAIE AI Startup Toolkit Module 1: Project Management for Startups.

Conclusion

Monday.com can help young entrepreneurs turn an AI startup idea into a clear project plan. By using boards, tasks, owners, deadlines, Gantt-style timelines, milestones, automations, and dashboards, teams can coordinate their work more effectively and stay focused on progress. The most important rule is to keep the system simple, update it regularly, and use it as a shared space for teamwork.