

Founder's MVP Roadmap Checklist

Step 1: Start With the Problem, Not the Product

- ☐ Write one clear sentence describing your user's biggest pain point.
 - ☐ Define the "job to be done" your product solves.
 - ☐ Interview at least 10 potential users before building.
 - ☐ Ask prospects how much they'd pay if the problem disappeared.
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Step 2: Budget Smartly and Plan for Iterations

- ☐ Set aside 25–40% of your total budget for post-launch iterations.
 - ☐ Allocate only 60–75% for the initial MVP build.
 - ☐ Define your top 3 assumptions to validate with version 1.
 - ☐ Plan KPIs to measure success after launch.
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Step 3: Build the Right Team (And Know When to Change It)

- ☐ Ensure your team communicates clearly and transparently.
 - ☐ Confirm accountability (deadlines, reporting, ownership).
 - ☐ Ask your team to explain technical decisions in plain language.
 - ☐ Watch for red flags: repeated delays, unclear trade-offs, poor quality.
 - ☐ Have a weekly or biweekly call to stay aligned on progress.
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Step 4: Define Success Metrics Before Building

- ☐ Write down 3–5 measurable goals for your MVP.
 - ☐ Align metrics with business outcomes (not vanity metrics).
 - ☐ Decide how you'll track and report these metrics.
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Step 5: Build Only What Matters (The Core MVP Rule)

- ☐ Identify 1–2 killer features that prove your core value proposition.
 - ☐ Avoid “nice-to-have” features until after validation.
 - ☐ Use no-code or manual processes where possible.
 - ☐ Ensure every feature answers: “Does this prove our core value?”
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Step 6: Test, Measure, Iterate

- ☐ Set up analytics + heatmaps before launch.
 - ☐ Define your top 3–5 metrics to track (signups, retention, etc.).
 - ☐ Collect feedback fast (interviews, surveys, support tickets).
 - ☐ Rank changes by user impact, not founder preference.
 - ☐ Schedule regular review calls to prioritize updates.
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Step 7: Think Scale From Day One (But Don't Overbuild)

- ☐ Choose a tech stack that can scale with growth.
 - ☐ Implement basic security, backups, and version control from day one.
 - ☐ Document your architecture and processes for onboarding.
 - ☐ Track technical debt and plan when to address it.
 - ☐ Ask: “If we grow 10×, what breaks first?”
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Bonus: General Checklist

- ☐ Keep your MVP lean but focused.
 - ☐ Validate before you scale.
 - ☐ Involve your users early and often.
 - ☐ Document everything (assumptions, metrics, learnings).
 - ☐ Maintain a feedback loop with your team and your customers..
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