ProofTags

**ProofTags Library & ProofVault Requirements** *Branding: East Emblem + ProofSync | Framework: Proofscaling*

## **ProofTags – Validation Milestone System**

**Purpose:** ProofTags serve as gamified, trackable indicators of venture validation progress. They correspond to specific types of proof expected in a best-in-class ProofVault (data room).

### **🟩 Desirability Tags**

| **Tag Name** | **Description** | **Criteria** |
| --- | --- | --- |
| Problem Validated | Venture clearly defines and proves a real problem | 3+ interviews or secondary data showing pain-point consistency |
| Persona Confirmed | Defined ICP based on behaviour, JTBD, or segmentation | 1 persona sheet uploaded to ProofVault |
| Demand Signal Detected | Signs of customer urgency or market pull | Waitlist, signups, inbound requests, or comparable signal |

### **🟦 Feasibility Tags**

| Tag Name | Description | Criteria |
| --- | --- | --- |
| MVP Functional | MVP mock or testable version created | MVP wireframe, clickable prototype, or beta demo uploaded |
| Solution Proven | Evidence solution effectively addresses validated problem | Pilot usage, user feedback, UXR, or testimonials |
| Build Path Validated | Clear technical or operational feasibility plan | Feature map, build timeline, or team capability plan uploaded |

### **🟧 Viability Tags**

| Tag Name | Description | Criteria |
| --- | --- | --- |
| Revenue Model Proven | Sustainable business model demonstrated | Business model canvas, monetisation strategy in ProofVault |
| Pricing Confirmed | Pricing tested or benchmarked | Pricing survey, experiment log, or customer confirmations |
| CAC Acceptable | CAC vs LTV within early acceptable thresholds | Funnel logic, budget allocation, or campaign results shared |

### **🟨 Traction Tags**

| Tag Name | Description | Criteria |
| --- | --- | --- |
| Traction Validated | Demonstrated signs of customer adoption or growth | KPI tracker submitted showing trendline or milestone hit |
| Channel Fit Detected | GTM tests show promising CAC or engagement | Channel tests, A/B experiments, or first conversions |
| Momentum Detected | Evidence of repeatability or compounding traction | Week-on-week data or customer growth snapshots |

### **🟥 Readiness Tags (Investor)**

| Tag Name | Description | Criteria |
| --- | --- | --- |
| Investor Ready | Data room complete and growth case made | All core ProofVault artefacts uploaded and reviewed |
| ProofScore Upgraded | ProofScore increased based on submitted proof | +20 point change from baseline score validated by rubric |
| Simulation Complete | All six modules complete with full artefact set | Peer-reviewed ProofVault and full course submission approved |