

# Idea and MVP Validation

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1

## Trust & Presence

Assess the prototype's ability to build immediate credibility and user confidence.

2

## Usability

Test if the prototype's functionality supports the 48-hour speed claim.

3

## Idea Validation

Validate that the 48-hour idea is a necessary, defensible, and high-accuracy solution.

### Are these items present in your site?

*Team (About Us), Messaging & Clarity, Trust Signals*

### Have you tested these features?

*Define core actions, Step of funnels, & filters*

### Can your product pass these questions?

*Accurated Mechanism, Urgency/Incentive, & Market Defensibility*

