

# Idea and MVP Validation

1

## Trust & Presence

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

**Are these items present in your site?**

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

2

## Usability

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

**Have you tested these features?**

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

3

## Idea Validation

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

**Can your product pass these questions?**

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