3-Month Roadmap – Portfolio Optimization Web App

# 📅 Month 1: Build MVP

✅ Week 1 – Product Definition & Design

- Define core features: input, return calculation, optimization, results  
- Design UI (Figma or paper sketch)  
- Choose tech stack: Streamlit, FastAPI, Yahoo Finance API, etc.

🔧 Week 2–3 – MVP Backend

- Build portfolio parser  
- Implement return + risk metrics  
- Integrate optimization (Sharpe, volatility, constraints)  
- Save results to SQLite or file

🎨 Week 4 – MVP Frontend

- Clean UI: file upload, parameter selection, results  
- Visual outputs: pie charts, risk metrics  
- Host MVP (Streamlit Cloud, Render, or Railway)

# 📅 Month 2: Validate & Collect Feedback

📢 Week 5 – Landing Page + Demo

- Build a one-pager landing site  
- Include demo, value proposition, and call to action

🧪 Week 6–7 – Beta Testing

- Share with LinkedIn, Reddit, Discord  
- Gather feedback on UI, constraints, and metrics  
- Prioritize fixes and enhancements

⚙️ Week 8 – Polish & Integrate

- Add Excel export or PDF report  
- Polish UI and fix bugs  
- Prepare monetization flow

# 📅 Month 3: Monetize & Grow

💸 Week 9 – Add Monetization

- Add Stripe or Gumroad for subscriptions  
- Define pricing tiers: Free, Pro, Advanced

🌍 Week 10 – Outreach + Marketing

- Post on Twitter, LinkedIn, IndieHackers  
- Create content: threads, blog posts, videos

🚀 Week 11–12 – First Paid Users

- Launch early-bird or lifetime deal  
- Collect testimonials  
- Iterate and prepare roadmap for V2