

# The AI-Native Startup Playbook

Build fast, stay lean, and make something people love.

## Phase 0: The Problem Phase

1. Forget the solution. Obsess over the problem.
2. Find your tribe.
3. Interview 100 potential users before you build.
4. Listen for desperation.
5. Ask the money question: "What are you currently doing or paying to solve this?"
6. Become the world expert on this specific pain.

## Phase 1: Launch Weekend

1. Incorporate. Don't wait.
2. Open your bank account.
3. Build your MVP.

## Phase 2: Find Your First Believers

1. Create content relentlessly.
2. Drive to a simple funnel.
3. Talk to every single user.

## Phase 3: Iterate to Product-Market Fit

1. Act on user feedback, fast.
2. Measure what matters.
3. Default to profitability.

## Phase 4: Pour Fuel on the Fire

1. Scale your growth engine.
2. Expand your channels.

3. Stay close to your users.