

MVP Checklist for Founders

1. Define the problem clearly

- What specific problem are you solving?
- Who is affected by this problem?
- Why does this problem matter now?

2. Understand your users

- Who is your target audience?
- What are their pain points, needs, and behaviors?
- Have you validated this with real users?

3. Establish core features (Not all features)

- What is the one thing your MVP must do well?
- Which features are essential vs. nice to have?
- Can you launch with just the essentials?

4. Choose the right tech stack

- Are you building for web, mobile, or both?
- Have you chosen technologies that are scalable and budget friendly?
- Do you need a no code or custom coded solution?

5. Map the user journey

- What are the key touch points from entry to exit?
- Is your MVP intuitive and usable?
- Where might users drop off?

6. Set clear success metrics

- How will you measure success (signups, engagement, revenue)?
- Do you have analytics tools integrated?
- What's your benchmark for iteration or pivoting?

7. Launch, Learn, and Iterate

- Have you set a realistic launch timeline?
- Do you have a feedback loop in place?
- What's your plan after launch based on real world data?