

MVP Launch Playbook — 0→1 System

Tactical blueprint to validate demand, prove value fast, and scale what works.

Combines lean startup, productized services, and 14-day content sprints to move from idea → proof → revenue with disciplined gates.

What this delivers (in 30-90 days)

- **Evidence, not opinions:** Validated problem, paid intent, and referenceable wins.
- **A sellable offer:** Productized MVP with one outcome, single happy path, and price/terms.
- **Repeatable motion:** Weekly data cadence, experiment velocity, and scale-ready GTM canvas.
- **Executive visibility:** One scorecard, one iteration board, clear go/stop rules.

How we execute (8 steps, clarity-first)

1. **Problem-Market Fit Scan** – 10-15 interviews; score Frequency/Severity/Urgency; pick top 1-2 problems.
2. **Minimum Viable Value Proposition (MVVP)** – One-sentence promise + three proof pillars; competitive gap snapshot.
3. **Productize the Core Offer** – Define Golden Outcome, single happy path (5-7 steps), manual vs automated, beta price.
4. **Launch Validation Loops** – Low-fi prototype + smoke tests (ads → LP → waitlist/pre-order); log hypothesis → decision.
5. **Content Sprint Engine (14 days)** – POV article, 2-min explainer, 3-email sequence tied to validated pains.

6. **Early Adopter Pipeline** – Recruit 10-20 users; weekly feedback rhythm; capture outcomes, quotes, renewal signals.
7. **Metrics & Iteration Rhythm** – Weekly stand-up; scorecard + iteration board; pivot/kill/scale rules.
8. **Launch-to-Scale Bridge** – Codify playbooks; add paid, partners, PR under strict unit-econ guardrails; Scale-Ready GTM Canvas.

Success thresholds & gates (don't scale until these are green)

- **Activation (7-day):** $\geq 60\%$
- **Time-to-First-Value:** ≤ 60 minutes (median)
- **Usability success (unaided task):** $\geq 70\%$
- **Waitlist → Onboard:** $\geq 25\%$
- **Renewal intent at 30 days:** $\geq 60\%$ “Yes”
- **Payback (proxy OK):** ≤ 6 months
- **Experiment velocity:** ≥ 2 tests/week with logged outcomes
If any threshold stays red 2+ weeks → pivot. If willingness-to-pay < 5% after 3 iterations → kill or reposition.

30-day plan (what execs can expect)

- **Week 0-1:** Interviews → Problem Validation Grid; MVVP draft; Golden Outcome and happy path locked.
- **Week 2:** Prototype live; smoke tests running; Experiment Log started.
- **Week 3:** Content sprint assets scheduled (POV article, explainer, 3-email sequence).

- **Week 4:** 10–20 early adopters onboarded; first outcome proofs; Scorecard + Validation Summary to execs.

Operating cadence (lightweight, relentless)

- **Weekly (30 min):** Numbers → Signals → Decisions. Update MVP Scorecard, move cards on Iteration Board.
- **Daily (10 min):** Clear blockers; keep WIP limits.
- **Monthly:** Retro; update thresholds only with scale evidence.
- **Quarterly:** Scale review (spend, partners, hiring) vs unit economics.

Deliverables execs will see

- Problem Validation Grid (evidence to build)
- MVVP Narrative & Proof Pillars
- Productized Service Card + 1-page MVP Spec
- Experiment Log + Validation Summary
- Content Sprint Calendar + 3 launch assets
- Early Adopter Tracker (stage, feedback, renewal signal)
- MVP Scorecard + Iteration Board
- Scale-Ready GTM Canvas (channels, playbooks, budget, risks)

Resource ask (lean and realistic)

- **People (part-time OK):** PM/Founder, Content Lead, Growth/Ops, Design/No-code, Data/Analytics.
- **Budget (test level):** Paid media pilot, tooling (LP, email, analytics), small incentives for interviews.

- **Access:** Customer lists/partners, analytics, exec time for weekly decisions.

Risk controls (so speed doesn't break things)

- **No code before proof:** Concierge/manual first where possible.
- **One outcome, one CTA:** Cut features not in the happy path.
- **Guardrails on spend:** Kill rules pre-committed; server-side UTMs; cohort tracking.
- **Privacy & reliability:** Minimal ToS/DPA, support SLAs, status page for GA.

What you'll have at decision time

- Clear yes/no on demand, pricing, and usability.
- 3+ proof points (metrics, quotes, mini-cases).
- A repeatable motion you can fund with confidence—or a well-documented reason to pivot fast.

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