

MVP Readiness Scorecard

System: Validation Rubric for Assessing Early-Stage Product Ideas

Purpose

Align market pain, GTM viability, and resource investment before greenlighting an MVP build.

Scoring Framework (100 Points Total)

1. Market Pain & Demand (30 pts)

- **Severity of Problem (0-10):** Is this a “hair-on-fire” problem or a nice-to-have?
- **Market Size (0-10):** Is the TAM/SAM worth pursuing?
- **Urgency & Spend (0-10):** Are people actively spending to solve it today?

AI Role: Summarize market signals (search volume, competitor funding, reviews) into demand snapshots.

2. GTM Viability (30 pts)

- **ICP Clarity (0-10):** Can we describe the ideal customer in <3 bullet points?
- **Channel Fit (0-10):** Are there proven, efficient acquisition channels?
- **Competitive Edge (0-10):** Is there a clear differentiator or unfair advantage?

AI Role: Analyze competitor messaging and surface differentiation gaps.

3. Resource Alignment (20 pts)

- **Team Capability (0-10):** Do we already have the talent to ship this MVP?
- **Cost-to-Build (0-10):** Can we prototype within realistic budget/time constraints?

AI Role: Estimate build costs based on feature scope and industry benchmarks.

4. Early Validation Signals (20 pts)

- **Customer Evidence (0-10):** Do we have real LOIs, waitlists, or early traction?
- **Pilot Feasibility (0-10):** Can we run a low-cost pilot in <60 days?

AI Role: Analyze pilot/test results, flag gaps, and model uptake scenarios.

Scoring Guide

- **80-100 (Greenlight):** High readiness. MVP build should begin.
- **60-79 (Caution):** Viable but needs more validation before investment.
- **<60 (Kill / Pivot):** Insufficient readiness. Reframe or shelve.

How to Run the Scorecard

1. **Kickoff Workshop (2 hours):** Cross-functional team (Product, Marketing, Finance, Sales) fills scorecard together.
2. **AI Pre-Work:** AI agent gathers external data (competitors, search volume, funding signals, reviews).
3. **Scoring Session:** Team debates each criterion, assigns scores, and captures notes.
4. **Weighted Total:** Excel auto-calculates readiness % and color-codes result.
5. **Decision Gate:** Leadership decides: Greenlight, Validate More, or Kill.

Governance & Cadence

- Before every MVP build: Must score 80+ to advance.
- Quarterly portfolio reviews: Re-score existing MVPs to track ongoing viability.
- Learning loop: AI logs results and improves weighting over time.

Why This Works

- Kills weak ideas early. Saves 6–12 months of wasted burn.
- Focuses on facts, not hype. Scorecard forces structured debate.
- De-risks investment. Every MVP is stress-tested before launch.
- Builds executive trust. Boards and investors see a rigorous, repeatable model.

Result: A repeatable system that turns guesswork into discipline—ensuring only the strongest MVPs get built, and they launch with confidence.

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