

BUILD CHECKLIST

Ship It: The MVP Launch Checklist

From idea to live, without building for six months in the dark. Print it, tick it, ship it.

A no-fluff checklist to take something from **idea to live** without building for six months in the dark. Print it, tick it, ship it.

BEFORE YOU WRITE A LINE OF CODE

- Name the one problem** you're solving — in a single sentence a stranger understands.
- Find 5 real people** who have this problem. Talk to them before building.
- Define "done" for v1** the smallest thing that delivers the core value. Cut everything else.
- Write the landing page first** if you can't describe it, you're not ready to build it.
- Pick how you'll measure success** one number that proves people want it.

BUILD

- Choose boring, proven tools** novelty is a tax you pay later. Ship on what you know.
- Timebox the build** 2-4 weeks. A deadline forces scope discipline.
- Fake the hard parts** manual back-end, no-code glue, "concierge" onboarding — automate only what hurts.
- Instrument from day one** analytics + error tracking in before launch, not after.

REALITY CHECK

If your MVP doesn't slightly embarrass you, you shipped too late. **Done and learning** beats polished and theoretical.

THE LEGAL & TRUST LAYER (DON'T SKIP)

- Legal pages live** legal notice, privacy policy, and terms — GDPR-aware if you have EU users.
- A real contact route** email or form people can actually reach.
- HTTPS + a domain you own** not a free subdomain. Credibility is cheap here.
- Know where data lives** host vs. CDN/DNS are different things — say so in your privacy policy.

LAUNCH

- Soft-launch to your 5 people** fix the obvious before going wide.

- Write the launch post** what it is, who it's for, one clear call to action.
- Pick 2 channels, not 10** go deep where your audience already is.
- Have a feedback capture ready** a form, a DM line, anything – catch reactions while they're hot.

THE DAY AFTER

- Read every reply** the first 20 users tell you what to build next.
- Ship one improvement fast** momentum is a feature.
- Decide: persevere or pivot** based on the number you chose, not your feelings.

Tip • The goal of an MVP isn't a product – it's **evidence**. Build the cheapest thing that produces a real yes or no.