ALL-IN-ONE FOUNDER EXECUTION SYSTEM • 32 PAGES

SaaS & Startup Launch Kit

Idea Validation Workbook • 12-Slide Investor Pitch Deck Framework • 30-Day Go-To-Market Checklist • Copy-Paste Founder Outreach Templates

01 • Validation — 10 Pages

Lean Canvas, ICP Persona, Discovery Script, MVP Filter, Pricing & 100-Pt Scorecard.

02 • Pitch Deck — 12 Slides

Slide-by-slide investor & demo-day framework with exact metrics and narrative prompts.

03 • 30-Day GTM — 6 Pages

Week-by-week launch execution checklists from waitlist to first paying customers.

04 • Outreach — 4 Pages

Ready-to-send cold emails, beta invites, launch day posts, and testimonial requests.

One-Page Lean Startup Canvas

Map your entire business model on a single page before writing code or spending on ads.

1. Top 3 Problems

What urgent pain do users face today?

List 1–3 concrete problems...

2. Solution & MVP

Simplest way you solve each problem.

Core workflow & deliverables...

3. Unique Value Prop

Single clear sentence: why you vs. status quo?

We help [ICP] achieve [outcome] without [pain]...

4. Unfair Advantage

Distribution, speed, niche expertise, data.

What cannot be easily copied?

5. Channels

Where do your first 100 users hang out?

Communities, SEO, cold outreach, creators...

6. Revenue & Costs

Pricing model + fixed monthly burn.

Price/mo, LTV target, hosting/tools cost...

100-Point Go / No-Go Validation Scorecard

Score your startup idea honestly before committing months of build time. Target ≥ 70/100 to greenlight.

Validation Criterion	Max Pts	Evidence Required	Your Score
Urgent, Frequent Pain: Problem occurs weekly and costs real time/money	20	5+ interviews confirm	___ / 20
Existing Spend: Buyers already pay for workarounds or competitors	20	Active paid tools	___ / 20
Reachable Channel: You know exactly where to reach first 100 buyers	20	2+ clear channels	___ / 20
14-Day MVP Feasibility: Can ship a usable v1.0 in 2 weeks	15	Scope locked	___ / 15
Pre-Launch Commitment: Waitlist signups, LOIs, or pre-orders	25	10+ signups / 2 paid	___ / 25

Total Score: ___ / 100

70–100: Greenlight MVP • 45–69: Refine ICP/Wedge • <45: Pivot Idea

Final Decision & Next Milestone

Decision: [ ] GO [ ] PIVOT | Next Action:

Pre-Launch Readiness (Days -7 to 0)

Lock down tracking, payment links, and onboarding before inviting traffic.

- [ ] **Domain, SSL & Clean Landing Page Live**
  Clear headline, product visuals, and fast load speed.
- [ ] **Payment & Delivery Flow Tested End-to-End**
  Run a real $1 test checkout to verify instant access/receipt.
- [ ] **Analytics & Conversion Events Installed**
  Track page views, button clicks, and checkout completions.
- [ ] **3–5 Real Product Screenshots & 60s Demo Video**
  Show the exact deliverable clearly with zero fluff.
- [ ] **Support Email & FAQ Ready**
  Answer setup, licensing, and billing questions upfront.