

// FOUNDER PLAYBOOK

The Founder's MVP Scoping **Worksheet**

The 12 questions we answer before quoting a fixed-price build.

// START HERE

Most MVPs balloon because the scope was never pinned down. **Answer these twelve before any roadmap call** and you will save weeks and thousands.

01 What is the single most important thing a user must be able to do?

The one core job. If it does only this, it still ships.

02 Who exactly is the user?

Role, context, and tech comfort — be specific, not "everyone".

03 What painful workaround do they use today?

The spreadsheet, the inbox, the manual process you're replacing.

04 What does success look like in numbers?

Your first metric — the one number that proves v1 worked.

05 What are the 3 core v1 features — and what are you cutting?

List the keep pile and, just as honestly, the cut pile.

06 Where does the data live and come from?

Sources and integrations — APIs, exports, existing databases.

07 Do you need accounts, roles, or permissions?

Who sees what — and does v1 actually require it yet?

08 Any compliance or sensitive data?

HIPAA, payments, PII — flag it now, not at launch.

09 Who must be impressed first?

Users, investors, or an internal demo — it changes what you build.

10 What is the hard deadline — and what is driving it?

An event, a runway date, a contract. Name the real forcing function.

11 What is the realistic budget range for v1?

A range is fine. Honesty here shapes everything downstream.

12 After launch, who maintains and grows it?

An MVP is a beginning. Plan for whoever inherits it.

// DONE?



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