

\$0 to \$10K

You've got the ideas, not the first move

Twelve tabs open, three business names saved, a logo you designed at 1am, and still nothing live. It's not that you're lazy. Nobody gave you a way to choose one idea, validate it, and launch before the doubt wins.

What's in this stage's playbook

- A 1-page filter to pick one idea from the notebook and kill the rest
- The exact validation sequence: talk to 10 people before you write a line of code
- A scoped MVP checklist, what to build first, what to cut
- The launch-week playbook to get your first real user, not just a landing page

You need a validated first step and the exact order to build it.