

CARD 03 IMPROVE

Lead Roles:
Hustler (Unit Economics)
Hacker (Planning Lead)

1. The One Metric That Matters (OMTM):
Define the single data point that will prove success in Level 2 (<i>e.g., conversion %, intent-to-buy letters, waitlist volume</i>).

2. Feature Pruning:	
List 2 non-essential features removed from Version 1.0 to save time and money.	
Feature 1	
Feature 2	

4. Lean Market Test Execution:	
Market Test Executed: (<i>Checkbox: Landing Page & Waitlist / Checkbox: B2B Letters of Intent (LOI) / Checkbox: Target Ad Campaign / Checkbox: Concept Survey</i>)	
Test Duration & Platform: (<i>e.g., 5-day campaign on LinkedIn & landing page hosted on Web flow</i>)	

5. Market Test Results:
Summarize the quantitative results recorded during your trial-run

Sign-Off Checklist

- ☐ Feature set stripped down strictly to core utility.
- ☐ Lean Market Test method selected with a clear quantitative target (OMTM)
- ☐ Real customer feedback collected.