The Pre-MVP Asset Checklist

Before you build, build the case. At pre-MVP stage the goal isn't a product - it's **evidence** that a problem worth solving exists, that a defined customer will pay to remove it, and that the opportunity is big enough to back. These are the thirteen assets we'd expect in place **before** writing production code or opening a funding conversation. Most are cheap to produce and they compound - each one feeds the next, and the pitch deck is simply their synthesis. The first three are the real work; build the funding pack last.

#	ASSET	WHAT IT IS	WHY IT'S REQUIRED
FOUNDATION	*Get these right first - everything downstream inherits from them.*		
01	**Problem statement & hypothesis**	A sharp, falsifiable statement of the problem, who has it, and what it costs them - with the market scope and the pain quantified.	It's the thing you're actually validating. Agreement on the problem proves the solution has value before you build it.
02	**Customer discovery evidence base**	A structured log of Mom Test-style conversations: who you spoke to, what you asked, and what they said about their world (facts, not opinions of your idea).	This *is* your traction at pre-MVP - the evidence base a funder will expect that the problem is real and quantified, not asserted.
03	**Ideal Customer Profile (ICP)**	A tight definition of exactly who you sell to first - segment, role, firmographics, buying trigger - and who you deliberately don't yet.	Focus. A named beachhead makes discovery, sales and sizing credible; "everyone with the problem" makes all three vague.
MARKET	*Prove the opportunity is big enough to back.*		
04	**Market sizing (TAM / SAM / SOM)**	Top-down and bottom-up sizing of the total, serviceable and obtainable market, with the assumptions shown.	Investors back a big-enough *obtainable* wedge. Bottom-up (customers × price) is what makes the number believable.
05	**Competitive & alternatives map**	What the customer uses today - including "do nothing", spreadsheets and incumbents - and where you are differentiated.	"No competition" reads as "no market". Framing the status quo you displace is what makes the value land.
SOLUTION	*Define the thinnest thing that tests the hypothesis.*		
06	**Value proposition & positioning**	A one-line statement of the outcome you deliver, for whom, and why it beats the alternative.	The spine of every other asset - deck, sales script and landing page all derive from it. Forces clarity before spend.
07	**Solution outline & MVP definition**	The thinnest version of the product that tests the core hypothesis, plus a rough roadmap of what follows.	Defines what "MVP" actually means so you build the cheapest possible test, not a portfolio.
COMMERCIAL	*Show someone will pay, and how you'll reach them.*		
08	**Sales process & qualification questions**	The repeatable motion from first contact to close, with the questions that qualify a prospect in or out.	Turns discovery into revenue and tells you if a lead is real before you invest time. Doubles as a discovery instrument early on.
09	**Pricing & commercial model**	How you charge (per-seat, subscription, usage), at what level, and the logic behind it.	Willingness-to-pay is part of validating the problem - real pain gets paid to remove. Feeds unit economics and the model.
10	**Traction & evidence**	LOIs, pilot agreements, waitlist sign-ups, design-partner commitments - anything that shows pull.	The single biggest de-risker in a funding conversation. A signed pilot beats any slide.
FUNDING	*Package the above - build these last.*		
11	**Business & financial plan**	Operating plan plus a driver-based model: unit economics, cost base, cash runway and key assumptions.	Shows the business can be built profitably, and tells you how much to raise against which milestones.
12	**Fundraising pitch deck**	The 10-12 slide narrative: problem, solution, market, traction, model, team, ask.	The package for the funding conversation. Best built last - it synthesises everything above rather than replacing it.
13	**Team & founder narrative**	Why this team, this problem, now - relevant credibility and unfair advantage.	At pre-MVP there's little else to back but the people. Founder-market fit carries the round.