

The 48-Hour Validation Sprint

Your idea passed the 7 criteria. Now prove people will pay — real validation requires skin in the game.

IDEA

START

HOURL 0–12

The Mom Test

Talk to potential users. Compliments are poison — they feel like validation but prove nothing.

- Never mention your idea first — keep it in your pocket so they can't lie to protect your feelings.
- Ask about past behavior, not future intent: "When did you last hit this problem? What did you do? What did it cost?"
- Look for existing attempts — no action means mild discomfort, not hair-on-fire pain.
- Log real signals ("I tried three tools last month") and discard compliments ("that sounds cool").

AI ACCELERATOR:

Ask Claude for 10 Mom Test questions tailored to your niche before you talk to anyone.

HOURL 12–36

The Smoke Test

Build a real landing page that promises the solution — headline, value prop, features, and a call to action.

- Generate a professional landing page with Lovable, Base44, Bolt, or Claude Code (under an hour).
- Drive \$100–200 of targeted ads to it — use Claude to write and vary the ad copy.
- Track commitments only: email (soft), pre-order deposit (hard), credit card entered (real).

BENCHMARK: 8%+ email signup = you likely have something.	Visitors	Signups
Measure commitments, not page views. Email = soft. Deposit = hard.	Conversion %	

HOURL 36–48

The Wizard of Oz

You don't need to build the product to test if people want it. Deliver manually while the front end looks automated.

- Take real orders through a simple form — no back-end pipeline built yet.
- Deliver the result by hand using AI to do 90% of the work (target: ~5 min per customer).
- If they love the output, automate it. If they don't, you just saved weeks building the wrong thing.

VERDICT: VALIDATED — BUILD

ITERATE

KILL IT