The first ninety days

Three monthly outcomes, a week-by-week grid, the Friday review, and the readiness checklist for the next roadmap.

Fill the three outcomes and only the first two weeks in detail; weeks three onward will change after the first customer calls. Review every Friday under three headings: shipped, learned, number.

The three outcomes

End of month one

A validated problem (twenty interviews, a page that converts, a pre-sale attempt) and the company registered if you are about to take money.

End of month two

A first version in the hands of real users, hosted, taking payments, with credits applied.

End of month three

Ten active users onboarded by hand and one client who paid an invoice.

The one metric for the quarter

My three likely mistakes and their tells

From the Start here stage

Week by week

Week	Roadmap stages	Focus	This week's goal	Done
1	Start here, The idea	Brief written; co-founder question answered; hundred-name list started		
2	Validate	Ten interviews; landing page live		
3	Validate	Ten more interviews; pre-sale attempts; scoring grid filled		
4	Validate, Make it legal	Go / pivot / stop decision; incorporation started if go		
5	Make it legal, Build	Registrations; name cleared and trademark filed; MVP scoped to one job		
6	Build	First version built with one tool; stack on free tiers		
7	Ship, Credits	Deployed on your domain; payments live; analytics and errors on; credits applied		
8	First users	Warm intros and DMs; first five users onboarded by hand		
9	First users	Cold email and LinkedIn at volume; communities; five more users		
10	First client	Pitch and demo with five budget-holders; pilot proposed		
11	First client, Ecosystem	Pilot signed and invoiced; one event attended; one programme decision		
12	Money, Run it	Twelve-month plan funded on paper; dashboard, books and calendar running; PMF paragraph written		

The Friday review (copy for each week)

Shipped
What went out this week

Learned
From customers, in their words

Number
The one metric: last week, this week, why

Next week's one goal

Readiness checklist for the next roadmap (launch to profitable)

- [ ] Registered company with a compliance calendar you own and books closed for last month.
- [ ] At least ten active users and one paying client, with the reason each came and stayed written down.
- [ ] A one-page metrics dashboard with definitions, and runway known to the month.
- [ ] A working support channel, a feedback database and a changelog.
- [ ] Credits and programmes you qualify for applied, with expiry dates tracked.
- [ ] Founders' agreement signed; cap table modelled including any SAFEs and the option pool.
- [ ] Trademark filed where you sell; contracts and IP assignments in place; privacy policy live.
- [ ] A quarterly product-market fit paragraph with the survey, the retention curve and referral share.

> General information as of October 2026. Not legal, tax or investment advice; fees, thresholds and programme terms change - check the official page before relying on a figure, and use a qualified professional where the roadmap says so.