

FREE ROADMAP



From Idea to Launch

The 21-Day MVP Roadmap

A realistic, week-by-week build plan — no 6-month timelines.

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SOFTWARE ENGINEERING · AI AUTOMATION · WEB3 · FINTECH SYSTEMS

WHY THIS ROADMAP EXISTS

Most MVPs don't fail because the idea was weak — they fail because scope crept, timelines slipped past the point of momentum, and the team lost sight of the one thing the product actually needed to prove. This is the same structure we run internally: a focused idea to working, testable software in three weeks, with a real person accountable at every phase.



DAYS 1–4

Phase 1: Define & Scope

Goal — Turn a vague idea into a written, buildable plan with everything unnecessary already cut.

- Name the single core action the product must do well — one job, not a feature list
- Set a measurable definition of success before a line of code is written
- Write the scope document: what's in, what's explicitly out, and why
- Map the shortest path from first click to that core action being completed



DAYS 5–14

Phase 2: Build

Goal — Turn the scope into working software, with visible proof of progress — not silence for two weeks.

- Core functionality built first — the one job the product exists to do
- Interface kept clean and functional; visual polish comes after the logic works
- Progress shared on a fixed cadence, so nothing is a surprise at review
- Every piece tested as it's built, not batched and discovered at the end



DAYS 15–19

Phase 3: Test & Fix

Goal — Find what breaks before your users do — under real conditions, not just a happy-path demo.

- Tested against real usage patterns, not just "does it technically run"
- Fixes prioritized by what blocks the core action, not by what's easiest to fix
- Confirm the product does the one job it was scoped to do — nothing added, nothing missing
- Prepared for real users: onboarding, edge cases, and failure states handled



DAYS 20-21

Phase 4: Launch

Goal — Ship it live, and know exactly what to watch in the first 30 days after.

- Deployed to a live, production environment — not a staging link
- The success metric agreed on Day 1 is instrumented and actually trackable
- Full handover: you own the code, the accounts, and the documentation outright
- A clear next decision point set — iterate, scale, or move to the next priority



Why a Hard 21-Day Window Works

Longer timelines rarely produce better software — they usually just mean the scope was never nailed down. A tight, fixed window forces the one question that actually matters before anything else: what does this product need to prove first? Everything else can wait until after launch, when real usage tells you what's actually worth building next.



Want this roadmap applied to your actual idea?

We run this exact process as a guaranteed engagement — a working MVP in 21 days, or we keep working the next sprint at no extra cost until it's right.

<https://oxlabs.us/lets-talk> →