

Pre-Launch Checklist: Ship Your MVP Without Regrets

BY JETTHOUGHTS TEAM - JULY 26, 2026 - 4 MIN READ

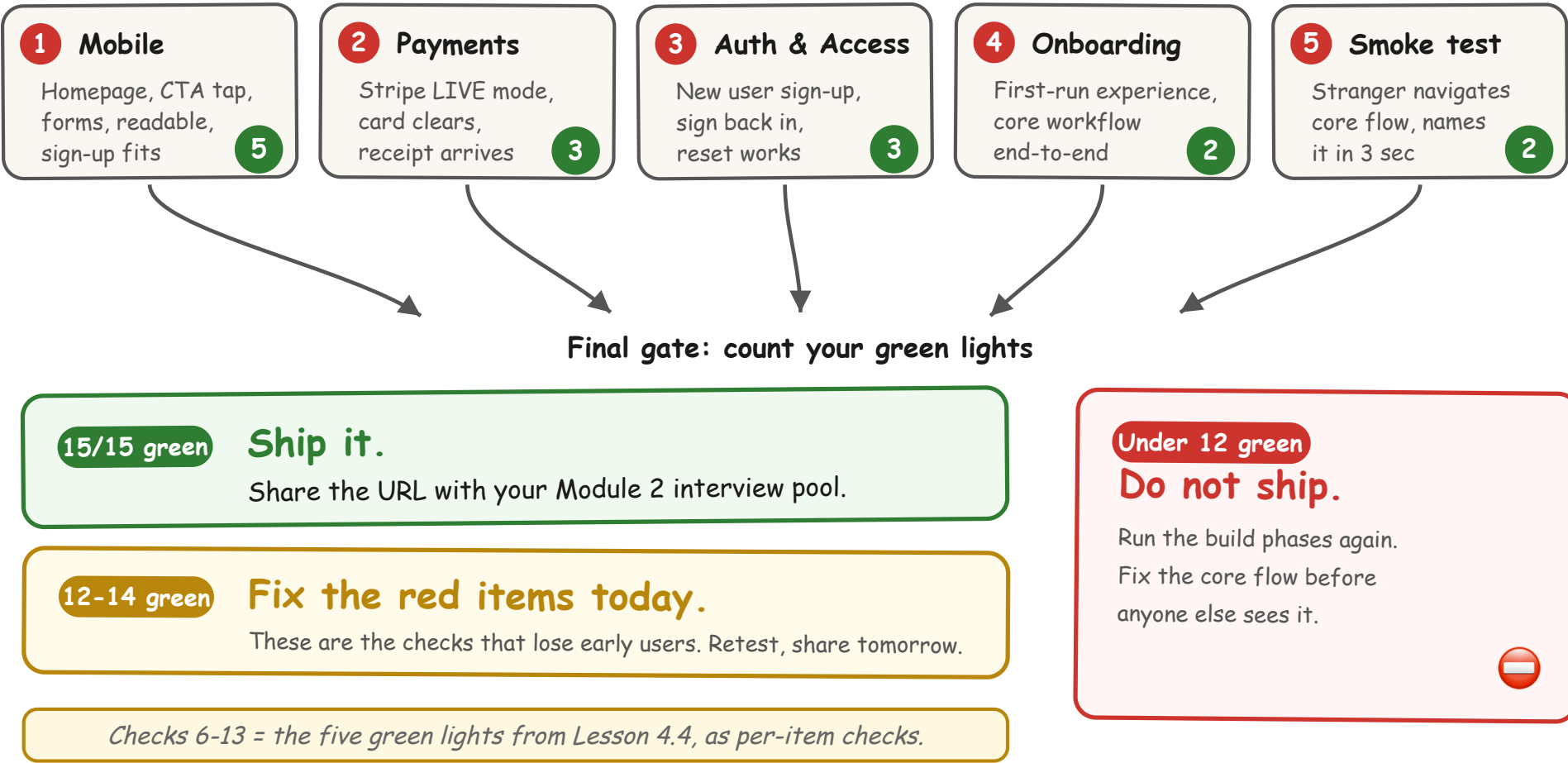
Template companion to [Module 4 - Build It Yourself](#) · [From Idea to First Paying Customer](#)

Run this: the day before you share your MVP URL with anyone outside your own computer. 20 minutes. 15 items.

You validated the problem, wrote the brief, set up the stack, and shipped four build phases. One thing stands between your staging URL and a user you do not know touching it: a pre-launch check that catches the pain points real users hit in the first 60 seconds - before they bounce and never come back.

The pre-launch checklist: 15 checks, 5 sections

Run these the day before you share your MVP URL. 20 minutes. Any red means fix before you share.



Run these 15 checks in order. Each takes under 2 minutes. All 15 green means you can send the URL with confidence. Any red means fix it before you share - a signup who hits a broken checkout on day one rarely comes back, and you may never know they were there.

Section 1: Mobile (5 checks)

#	Check	How to verify
1	Mobile homepage loads	Open URL on phone. No horizontal scroll? ☐ Pass ☐ Fail
2	CTA button tappable	Tap with thumb. Responds? No overlap? ☐ Pass ☐ Fail
3	Form fields work	Tap each input. Right keyboard type? ☐ Pass ☐ Fail
4	Text readable without zoom	Arm’s length. Readable without pinching? ☐ Pass ☐ Fail
5	Sign-up flow on mobile	Full sign-up fits screen? No cut-off buttons? ☐ Pass ☐ Fail

Section 2: Payments (3 checks)

#	Check	How to verify
6	Stripe in LIVE mode	Dashboard toggle on “Live” not “Test”? ☐ Pass ☐ Fail
7	Real card clears paywall	\$1 purchase. Webhook fires? Row flips to “paid”? ☐ Pass ☐ Fail
8	Receipt email arrives	Check inbox. Correct product name and price? ☐ Pass ☐ Fail

Section 3: Auth & Access (3 checks)

#	Check	How to verify
9	New user can sign up	Fresh email, incognito. Logged in without errors? ☐ Pass ☐ Fail
10	User can sign back in	Close incognito, re-open, log in. App remembers them? ☐ Pass ☐ Fail
11	Password reset works	Email within 2 min? Link works? ☐ Pass ☐ Fail

Section 4: Onboarding (2 checks)

#	Check	How to verify
12	First-run experience	New email. First screen: blank page or prompt? ☐ Pass ☐ Fail
13	Core workflow end-to-end	Core job done without help? ☐ Pass ☐ Fail

Section 5: The one-human smoke test (2 checks)

#	Check	How to verify
14	One stranger navigates core flow	Send URL to someone new. No instructions. Note stalls. ☐ Pass ☐ Fail
15	They can name product in 3 sec	"What does this do?" Clear answer? ☐ Pass ☐ Fail

Final gate

Count	Verdict
15/15 green	Ship it. Share the URL with your Module 2 interview pool (see Lesson 4.4 handoff).
12-14 green	Fix the red items today. They are the ones that will lose you early users.
Under 12 green	Do not ship yet. Run the build phases again (back to Lesson 4.4) and fix the core flow before anyone else sees it.

Checks 6-13 (payments, auth, onboarding) are the [five green lights](#) from Lesson 4.4, broken into per-item checks - if the lights were green there, these should pass here.

Done: all 15 checks passed (or a fix list for every red item). Your MVP URL is ready for real users.

You have now: a live MVP at a real URL (Lesson 4.4) + a clean pre-launch audit (this page) + all 5 green lights from Lesson 4.4 confirmed. The launch is ready.

Next: [5.1 - Your First Customer Is Not a Marketing Problem](#) - runs the Sean Ellis 40% test on the users this MVP collects.

If blocked: see the per-check notes above. For deeper troubleshooting, open the [full build guide](#).

Built by [JetThoughts](#) as part of the [From Idea to First Paying Customer](#) free curriculum.