



The Solo Founder's 90-Day Launch Plan

AI-Powered Execution

Pragma.Vision

The Solo Founder's 90-Day Launch Plan

© 2026 Pragma.Vision. All rights reserved.

Trademark Notice

Google, Google Pay, Google Cloud, and Android are trademarks of Google LLC. Stripe is a trademark of Stripe, Inc. Cloudflare and Cloudflare Workers are trademarks of Cloudflare, Inc. Supabase is a trademark of Supabase, Inc. OpenAI and ChatGPT are trademarks of OpenAI, Inc. Claude is a trademark of Anthropic, PBC. W3C is a trademark of the World Wide Web Consortium. Visa is a trademark of Visa International Service Association. OWASP is a trademark of the OWASP Foundation. Midjourney is a trademark of Midjourney, Inc. Canva is a trademark of Canva Pty Ltd. Etsy is a trademark of Etsy, Inc. Amazon is a trademark of Amazon.com, Inc. All other trademarks are the property of their respective owners.

No Affiliation

This book is an independent publication. It is not authorized, sponsored, or endorsed by any of the companies or organizations whose products or services are mentioned herein.

No Professional Advice

The information in this book is provided for educational purposes only. It does not constitute legal, financial, investment, tax, or other professional advice. Readers should consult qualified professionals for guidance specific to their situation.

Code Examples

Code examples in this book are provided for illustration only. They may not be suitable for production use without additional validation, error handling, and security review.

Published by Pragma.Vision

First edition, 2026.

Contents

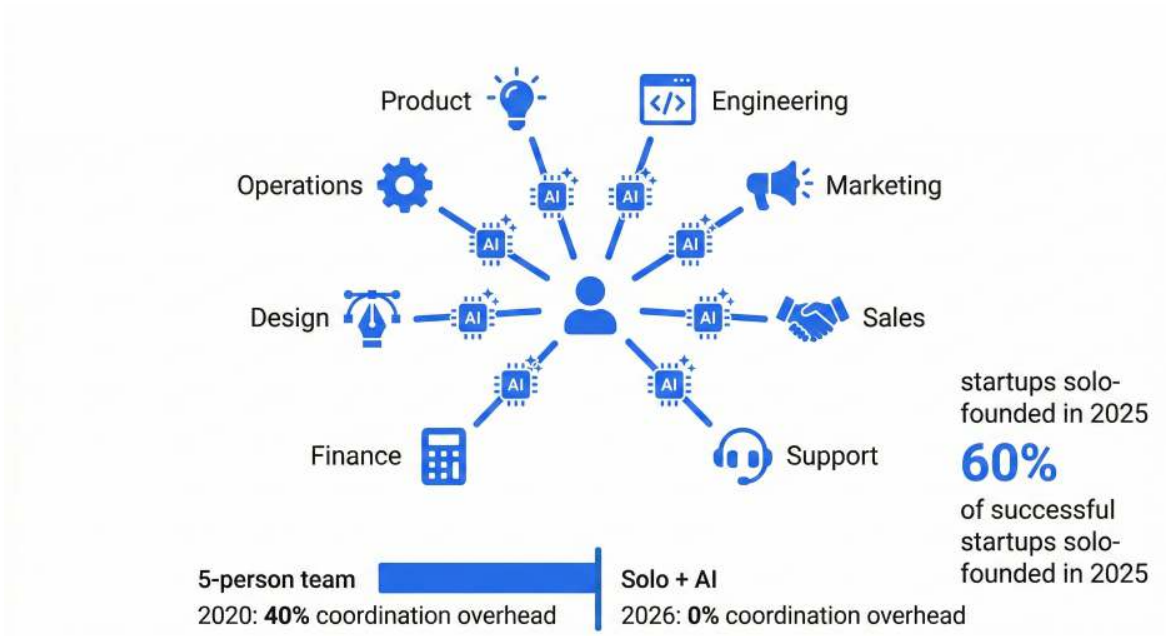
1	The Solo Founder Advantage	6
1.1	Why Solo Is a Strategy, Not a Limitation	7
1.2	The 90-Day Framework	8
1.3	What AI Does (and Does Not) Replace	8
2	Days 1–14: Market Validation	10
2.1	The Validation Sprint	11
2.2	Week 1: Problem Discovery (Days 1–7)	11
2.2.1	Day 1–2: Define Your Hypothesis	11
2.2.2	Day 3–5: Prospect Identification	12
2.2.3	Day 5–7: Problem Interviews	12
2.3	Week 2: Competitive Analysis and Positioning (Days 8–14)	13
2.3.1	Day 8–10: Competitor Mapping	13
2.3.2	Day 11–12: Positioning Statement	14
2.3.3	Day 13–14: Landing Page Test	14
3	Days 15–30: MVP Architecture	16
3.1	Choosing Your Stack in One Day	17
3.2	Data Model Design (Days 16–18)	18
3.3	API Design (Days 19–21)	18
3.4	Development Plan (Days 22–25)	19
3.5	Setting Up the Development Environment (Days 26–30)	20
4	Days 31–45: Build Sprint	22
4.1	The 15-Day Build Sprint	23

4.2	Days 31–33: Core Infrastructure	23
4.2.1	Day 31: Authentication	23
4.2.2	Day 32: Database and API Foundation	24
4.2.3	Day 33: Deployment Pipeline	24
4.3	Days 34–40: Feature Implementation	25
4.4	Days 41–43: Polish and Edge Cases	25
4.5	Days 44–45: Launch Preparation	26
5	Days 46–60: Beta Launch	27
5.1	The Beta Launch Strategy	28
5.2	Day 46–48: Beta Recruitment	28
5.3	Day 49–53: The Feedback Loop	29
5.4	Day 54–58: Iteration Sprint	30
5.5	Day 59–60: Beta Retrospective	30
6	Days 61–75: Growth Experiments	32
6.1	Finding Your Channel	33
6.2	Days 61–65: Content Marketing Test	33
6.3	Days 66–70: Community-Led Growth Test	34
6.4	Days 71–75: Paid Acquisition Test	34
6.5	Evaluating Results	35
7	Days 76–90: Revenue & Scale	37
7.1	From Beta to Revenue	38
7.2	Pricing Strategy (Days 76–78)	38
7.3	Conversion Optimization (Days 79–82)	39
7.4	Operations Automation (Days 83–86)	39
7.5	Scaling Preparation (Days 87–90)	40
8	The AI Toolkit for Solo Founders	42
8.1	The AI-First Solo Founder Stack	43
8.2	Coding & Development	44

8.3 Copywriting & Marketing	44
8.4 Legal & Compliance	45
8.5 Customer Support	45
8.6 Analytics & Decision-Making	46
8.7 Financial Planning	46
8.8 The Daily AI Workflow	47
What's Next	49
About the Publisher	51

1

The Solo Founder Advantage



A single figure standing at the center of a hub-and-spoke diagram, with eight spokes connecting to different business functions—product, engineering, marketing, sales, support, finance, design, and operations—each represented by a simple icon

1.1 Why Solo Is a Strategy, Not a Limitation

The conventional startup wisdom says you need a co-founder. An engineer, a designer, a business person—a team. Venture capitalists penalize solo founders. Accelerator applications ask who your co-founder is before asking what you are building.

That wisdom is outdated. In 2026, a solo founder with AI tools has more execution capacity than a five-person startup had in 2020. The math has changed. Large language models write code, generate copy, analyze markets, draft legal documents, design interfaces, automate customer support, and produce content—at a quality level that would have required five specialists and a six-figure annual payroll.

1 in 3

Y Combinator-backed companies in recent batches were founded by a solo founder¹—a trend accelerating as AI tools close the execution gap

The solo founder advantage is not about doing everything yourself. It is about having no communication overhead, no alignment meetings, no equity negotiations, no co-founder conflicts, and no consensus-seeking delays. Every decision is instant. Every pivot is frictionless. Every dollar of revenue belongs to one person.

Key Insight

The solo founder's competitive edge is speed. A five-person team spends 40% of its time on coordination: meetings, Slack threads, code reviews, design approvals, strategy alignment. A solo founder spends zero time on coordination. That reclaimed 40% is pure execution time—and with AI multiplying that execution time, the output gap between a solo founder and a small team has collapsed.

¹Y Combinator batch data; solo-founder acceptance rates have risen steadily since 2020.

1.2 The 90-Day Framework

This book divides the launch journey into six phases across 90 days:

Days	Phase	Outcome
1–14	Market Validation	Problem confirmed, 10+ prospect conversations, positioning defined
15–30	MVP Architecture	Tech stack chosen, data model designed, development plan written
31–45	Build Sprint	Working MVP with core feature, deployed to production
46–60	Beta Launch	50+ beta users, feedback collected, critical bugs fixed
61–75	Growth Experiments	3+ acquisition channels tested, one profitable channel found
76–90	Revenue & Scale	Paying customers, pricing validated, operations automated

Each phase has specific deliverables, AI prompts for every major task, and decision frameworks for the choices you will face. The 90-day constraint is deliberate: it creates urgency that prevents over-planning and forces you to ship imperfect-but-functional work.

1.3 What AI Does (and Does Not) Replace

AI replaces tasks, not judgment. Here is the honest breakdown:

AI Replaces	AI Cannot Replace
First drafts of code, copy, emails	Strategic product decisions
Market research compilation	Customer intuition from real conversations
Competitor analysis	The courage to pick a narrow niche
Design mockups and prototypes	Taste and aesthetic judgment
Documentation and legal templates	Relationships with early customers
Data analysis and visualization	The willingness to ship imperfect work

Pro Tip

The most common solo founder failure mode is not “working alone”—it is “planning alone.” AI makes planning feel productive: you can generate beautiful strategy documents, competitive analyses, and product roadmaps all day. But planning is not building, and building is not launching. Set a hard rule: no more than 20% of any week should be spent on planning and research. The remaining 80% is building and talking to customers.

DEMO

This is a free preview of the full edition.

Get the complete book at:

<https://pragmavision.lemonsqueezy.com/>