

The Product Execution Canvas

Product Execution Sprint for Non-Tech Founders · 22 years of non-technical founder product experience

NAME

VENTURE

DATE

VALIDATE

Prove it before you build anything

THE PROBLEM

In one sentence: what problem are you solving, and for whom?

YOUR STANDING

Domain experience here? How committed are you — nights & weekends, part-time, or all-in?

NOT JUST ANOTHER ____

What already exists? What's genuinely different about yours?

BUILD

Direct it, whoever writes the code

WHO BUILDS IT

Vibe-code it yourself, outsource it, freelancers, or SkilledUp Life volunteers — which, and why?

HOW IT'S FUNDED

Bootstrapped, fundraising, or venture-backed — what does that mean for how fast v1 has to move?

TRACTION

Earn attention, don't buy it first

HOW IT SPREADS

One feedback loop built into v1 — how will users tell you it's working, without you having to ask?

ONE MORE STEP

One referral or viral mechanism built into the product itself — not paid for later with ad spend.