

CASE STUDY · 2026

5 Lessons from *shipping* our first product

Hard-won takeaways from 0 → 1 that we wish we knew on day one.



Swipe →



01



Ship before it feels ready

The first version will embarrass you — that's the sign you shipped early enough. Users tell you what's real, not your roadmap.

02



Talk to 10 users before writing 100 lines

Code is the most expensive way to test an assumption. A 20-minute call can save a 20-day build.

ONE MORE THING



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