

Trust Before Ship — Investor Customer Lean Canvas

AngelHQ customer discovery — 1 August 2026

Problem

- Technical milestones can trigger capital release before they are independently evidenced
- A working demo may not establish that the identified build supports the claimed milestone
- Investors may lack a bounded technical decision record

Unique Value Proposition

Independent technical evidence before the next capital decision.

Trust Before Ship helps capital allocators determine whether the supplied software evidence supports the claimed milestone.

Solution

- Investor Technical Assurance
- Vibe Code Forensic Audit
- Capital Release Technical Brief
- Release / Release with conditions / Hold / Insufficient evidence
- Delta review after remediation

Customer Segments

Beachhead:

- Angel investors
- Venture funds
- Accelerators
- Venture studios

Trigger:

- Pre-investment
- Product milestone
- Follow-on / next tranche

Channels

- AngelHQ and angel networks
- Venture funds and family offices
- Accelerators and venture studios
- Technical-diligence partners
- Portfolio-company referrals
- LinkedIn investor content

Revenue Streams

Near term:

- Stage-gate review
- Capital Release Technical Brief
- Delta review

Later:

- Portfolio assurance retainers
- Cohort or fund-level reviews
- Evidence workflow platform

Cost Structure

- Technical examination
- AI and tooling access
- Reporting and verification
- Secure evidence handling
- Customer discovery and sales

Key Metrics

- Investor conversations
- Live milestone cases
- Pilots commissioned
- Repeat use
- Warm introductions
- Time to brief

Unfair Advantage

- Evidence-led governance discipline
- Five anonymised codebases analysed
- Obligation-based decision framework
- Assurance separated from remediation
- Founder engineering and delivery experience

Current Validation

- Working technical method
- Classified findings dataset
- Five anonymised codebases examined
- Zero investor engagements today
- Capital-Gate hypothesis not yet validated

Next 30–60 Days

- Complete investor customer discovery
- Identify one live milestone case
- Secure one pilot engagement
- Test payer and buying trigger
- Test repeat use
- Productise only repeated evidence steps

Core Risk

Capital allocators may not commission the review, or may require a different evidence format, payer model or investment checkpoint.

Status: not raising today. Seeking one live milestone case, one relevant introduction and clear evidence of whether investors would buy.