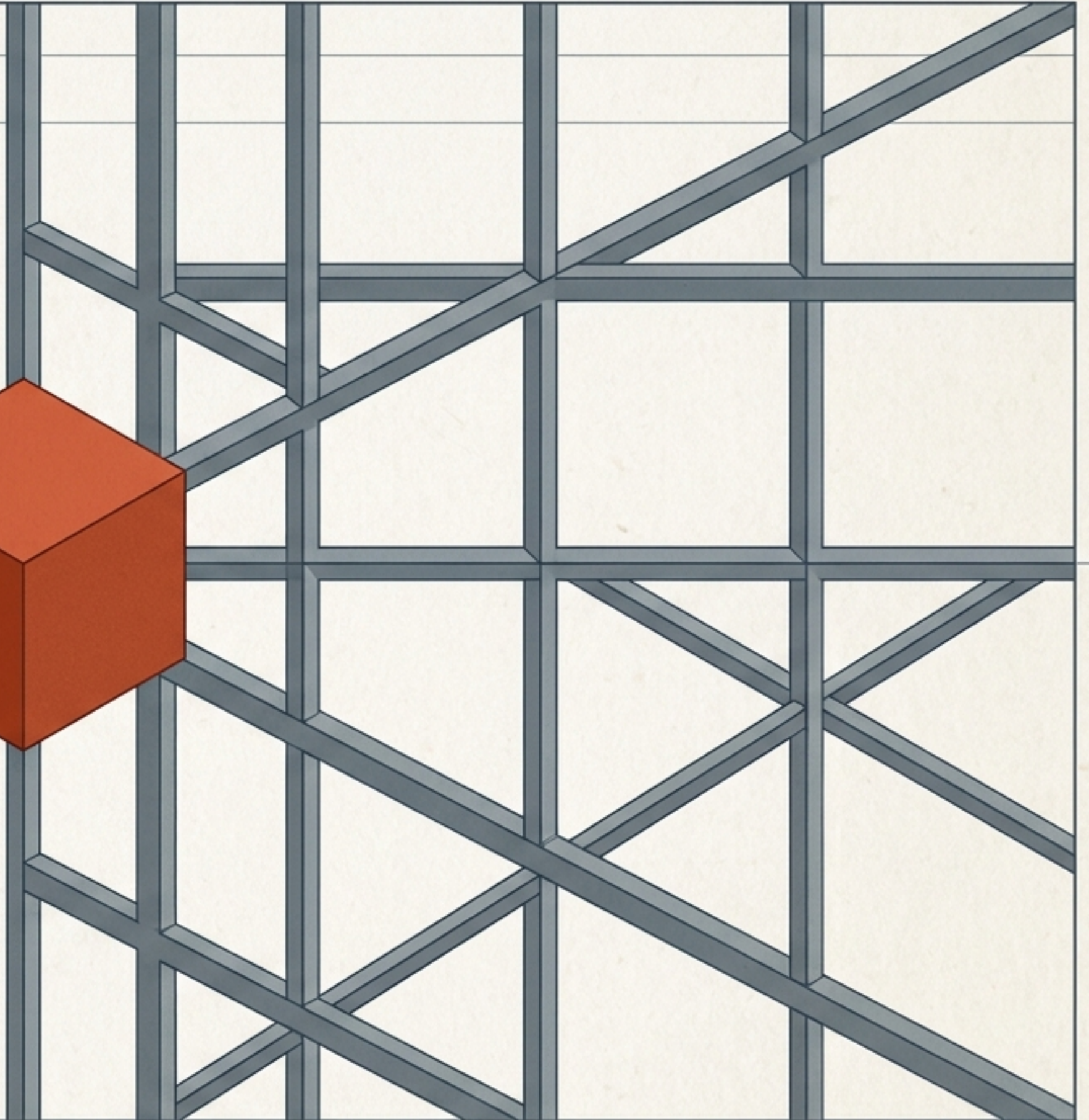
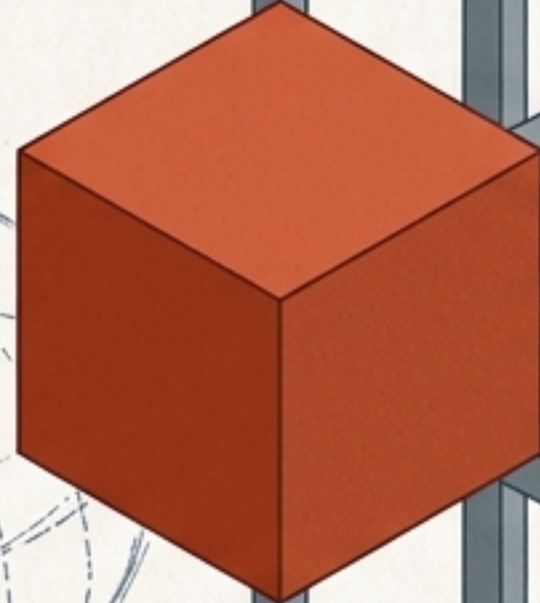
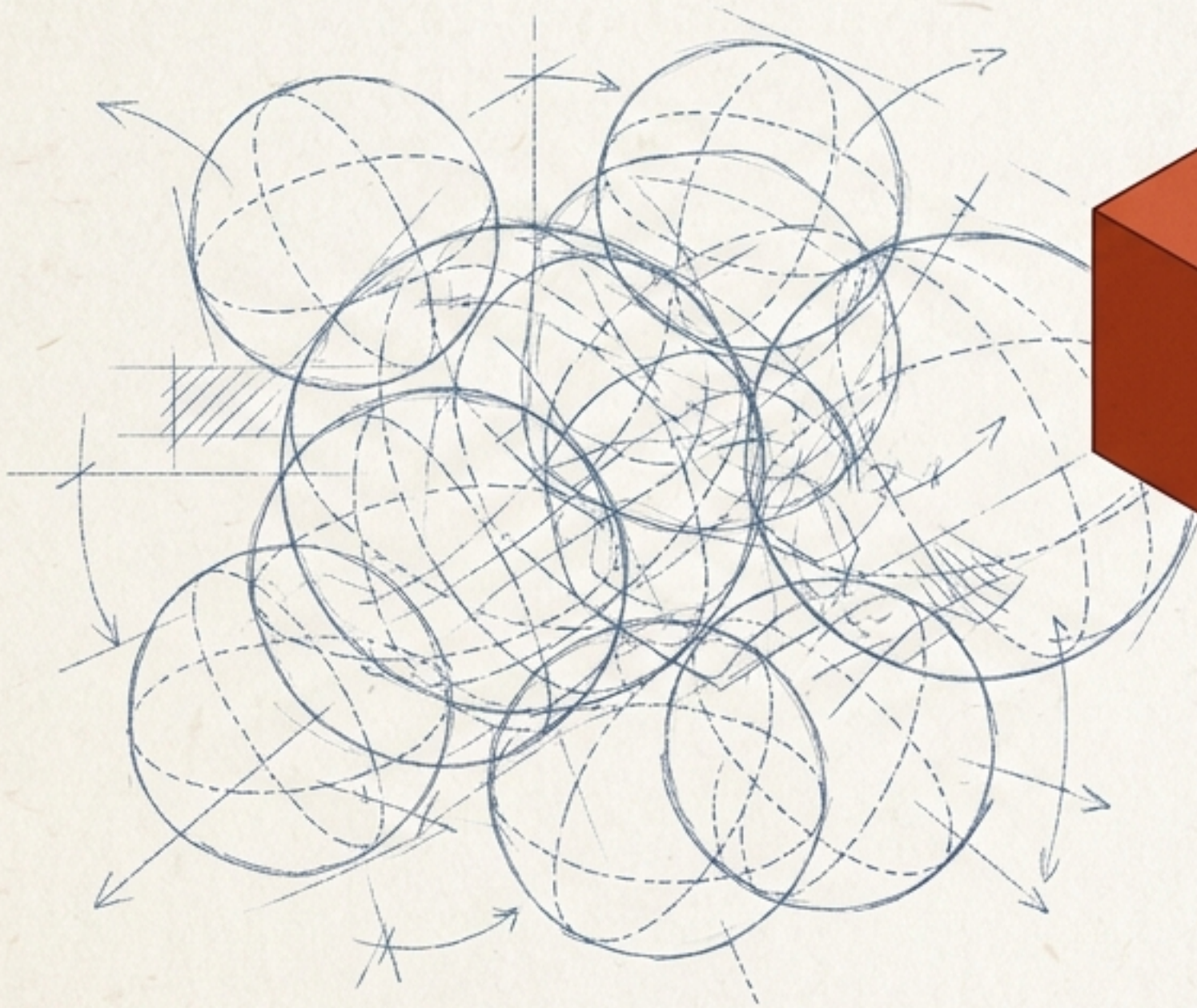


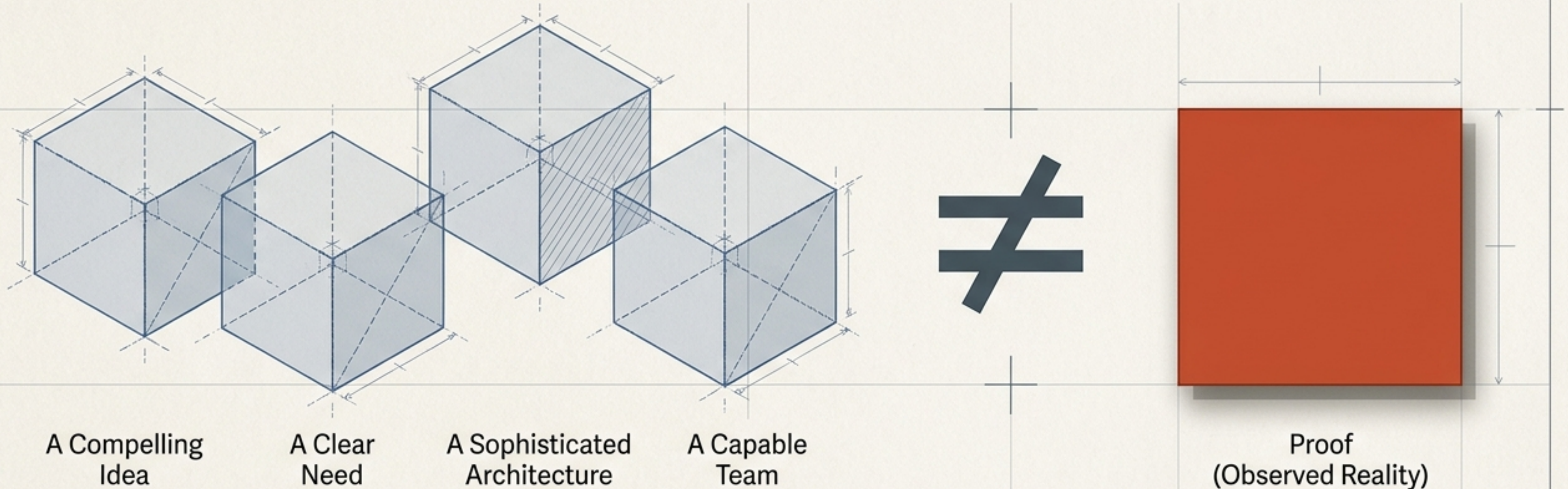
From Zero to One Proof

Engineering the first irrefutable state transition in product innovation.



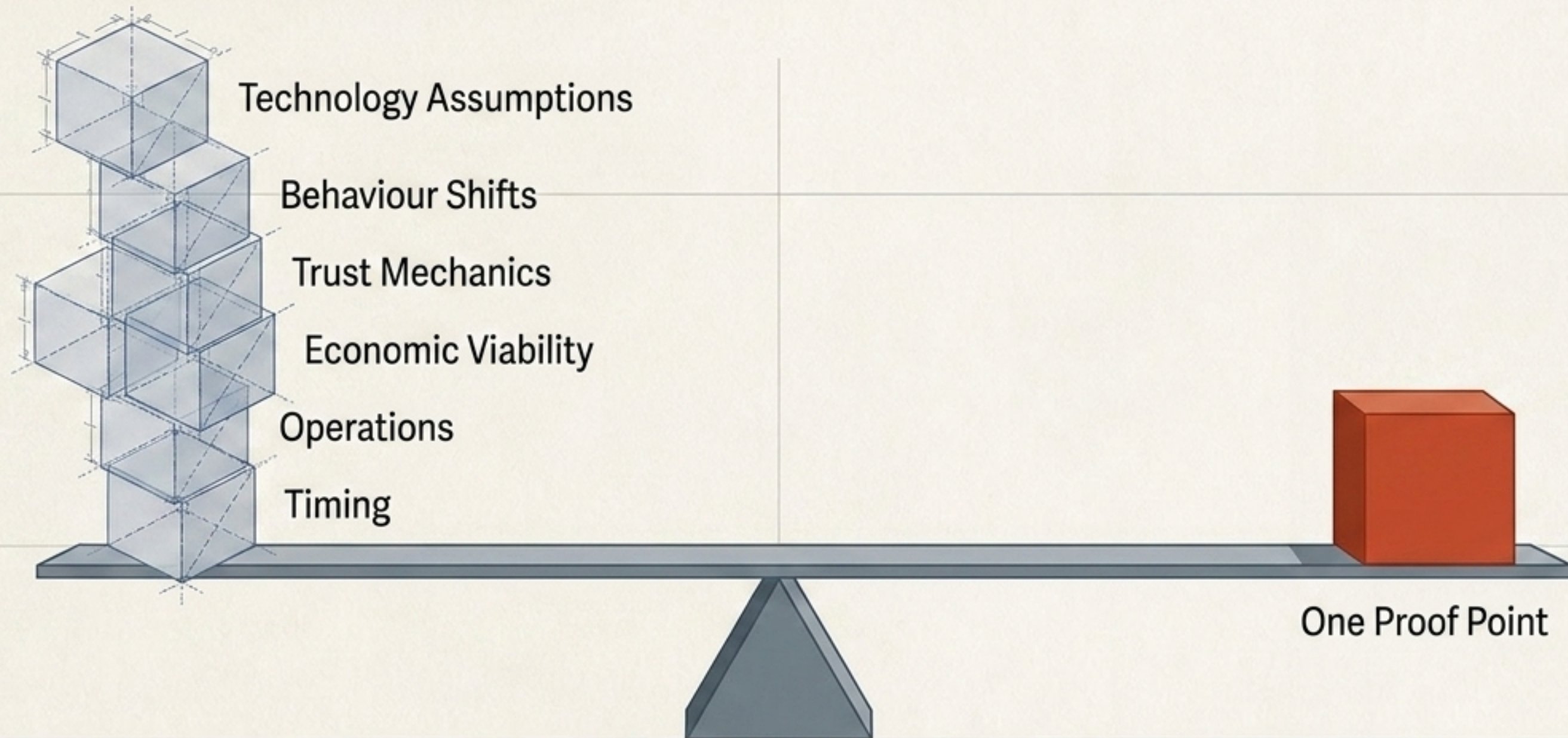
The Abstract State of Innovation

Innovation begins in a state of unproven possibility. Before the first real product outcome, the innovation remains entirely hypothetical. Zero proof means there is no confirmed instance that the proposed product can create meaningful value in the real world.



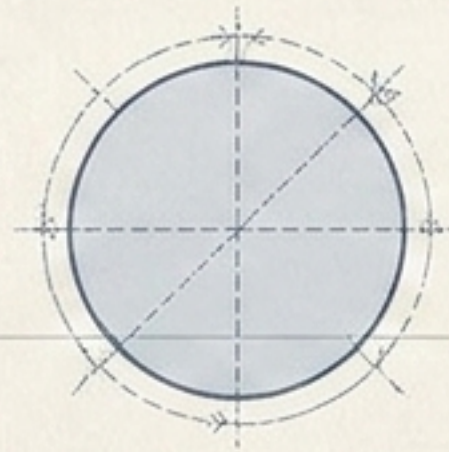
The Innovator's Explanatory Burden

At zero proof, every claim depends on explanation. People must mentally simulate a future they have never seen. At one proof, the innovator points to something concrete.

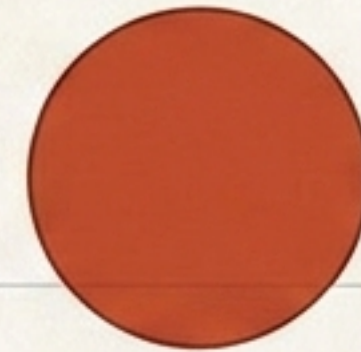


Zero is Structurally Different from One

The movement from zero to one proof is a change in state. Before it, the product might work. After it, the product has worked.



Zero Proof



One Proof

Basis of Claim

Explanation

Evidence

Nature of Concept

Imagined

Experienced

Team Operation

Assumptions

Observed Reality

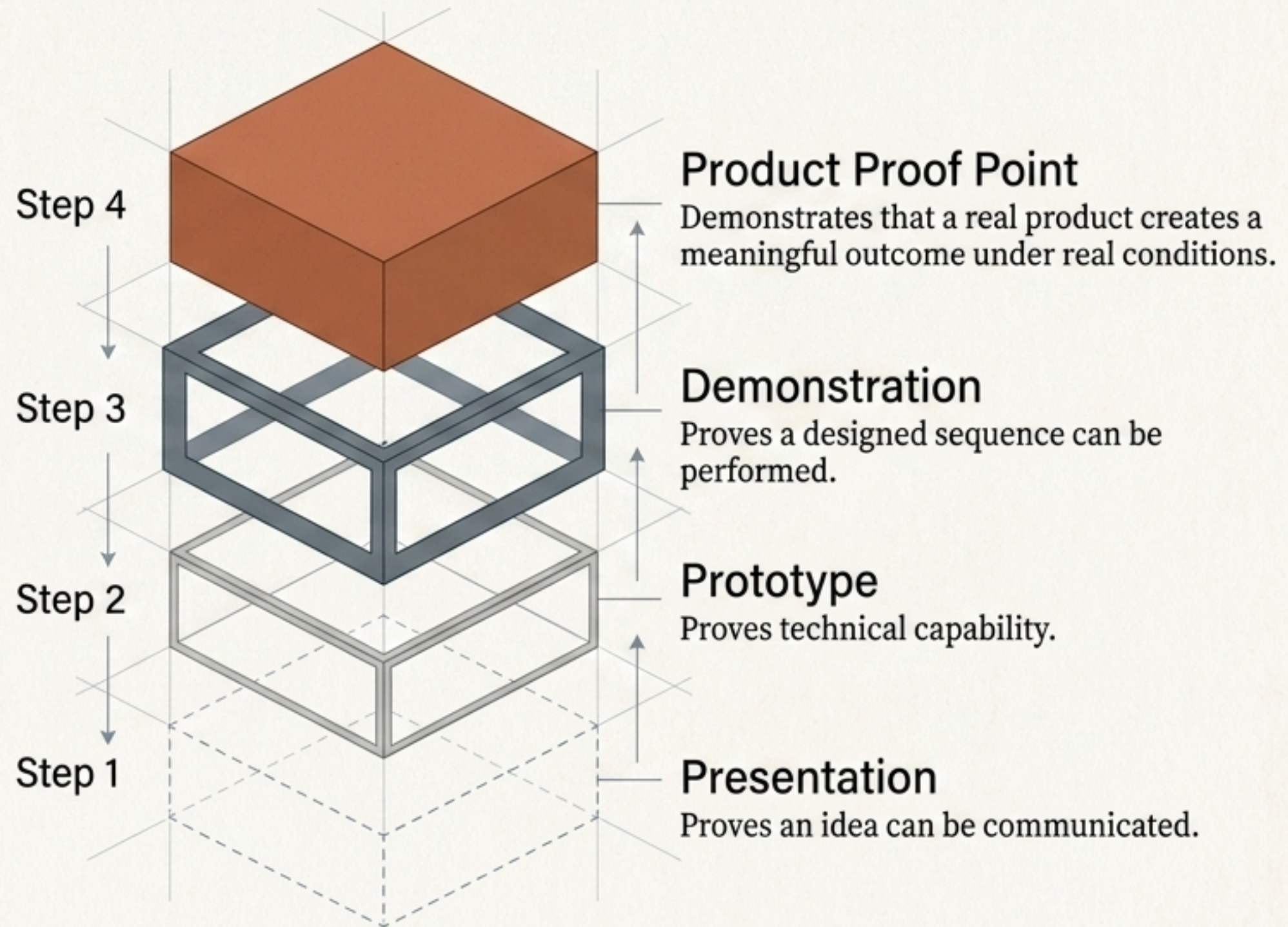
User Stance

Belief

Reference

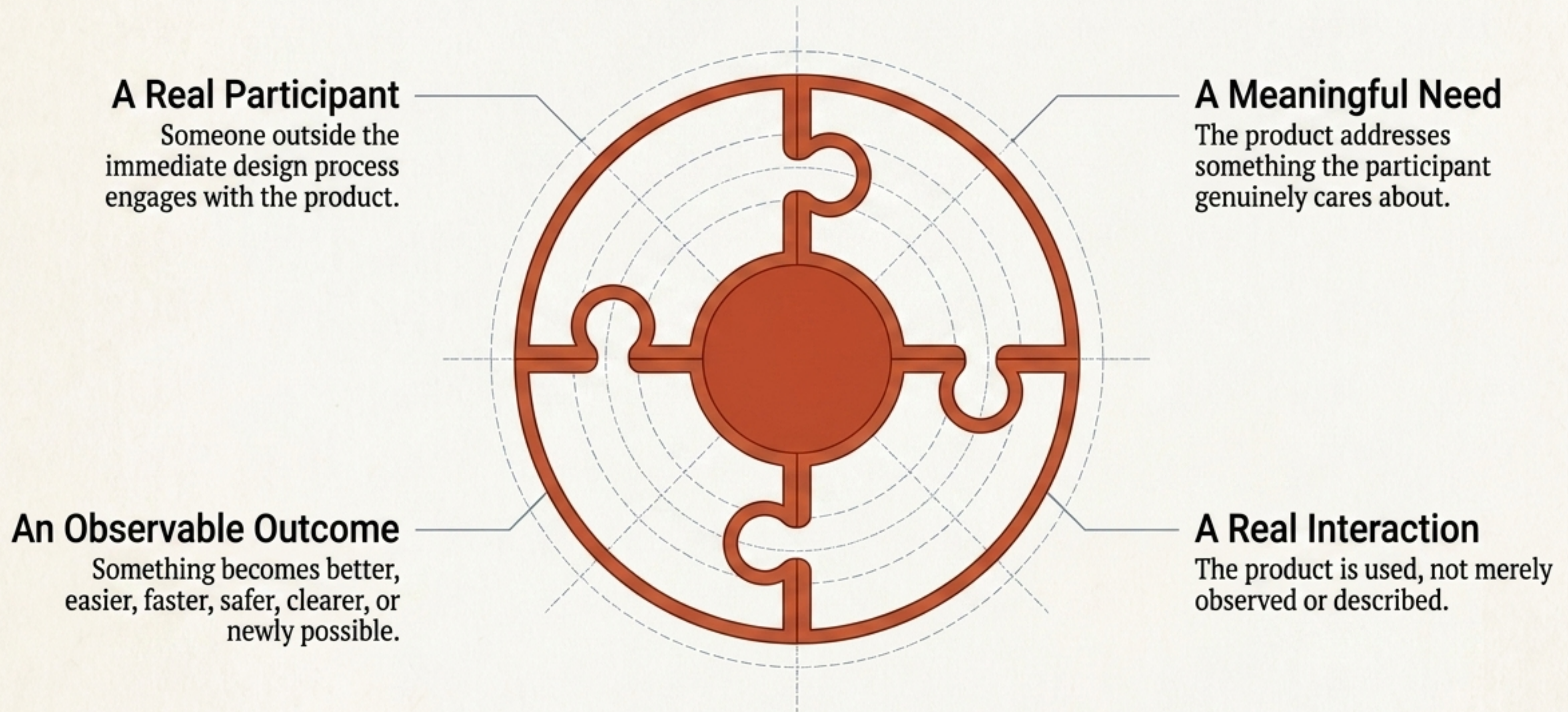
The Evidence Taxonomy

Proof is determined by the reality of the value created, not the complexity of the product.



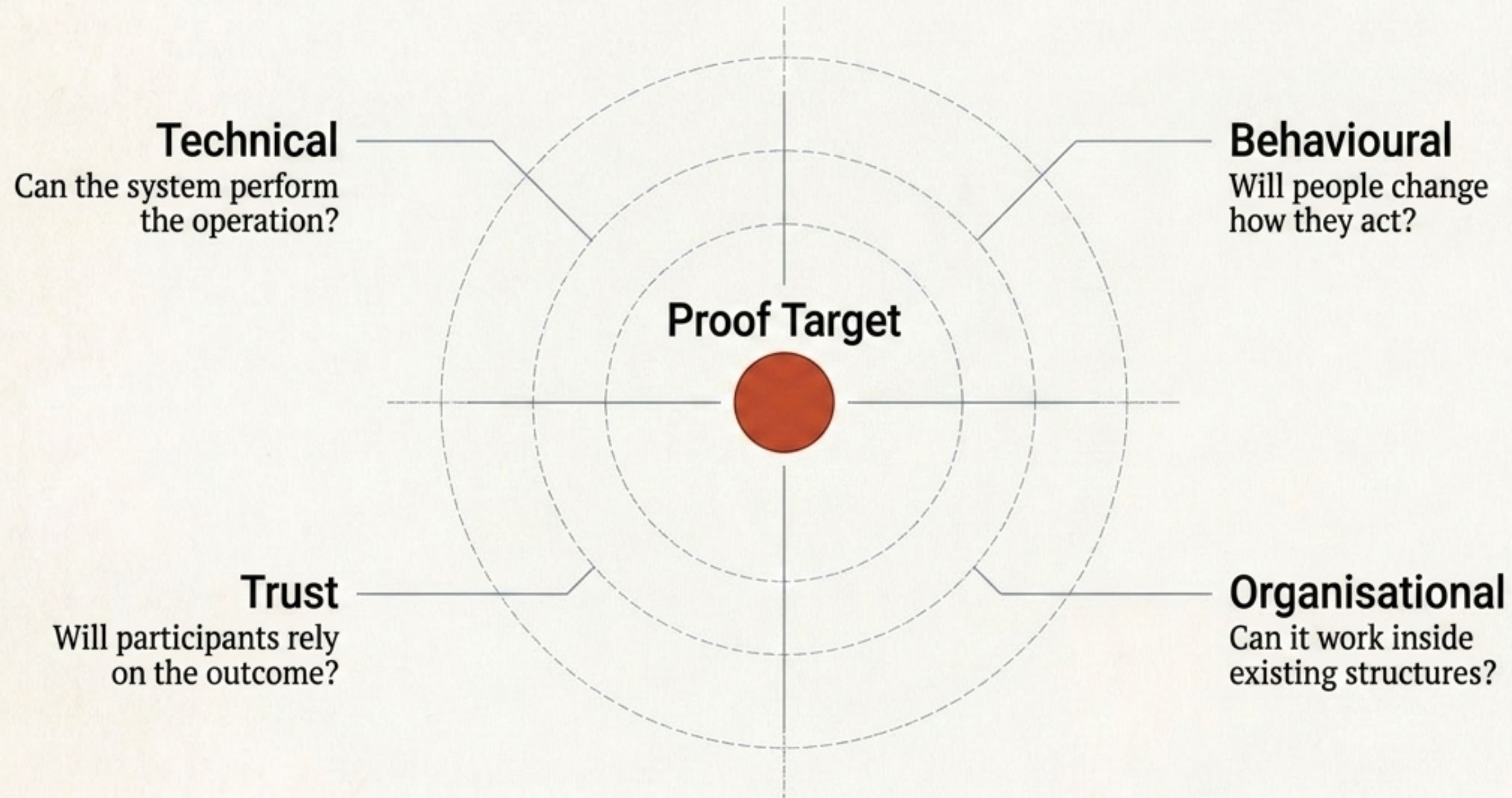
Anatomy of a Valid Proof Node

A technically simple interaction becomes a powerful proof point if it clearly changes an important outcome.



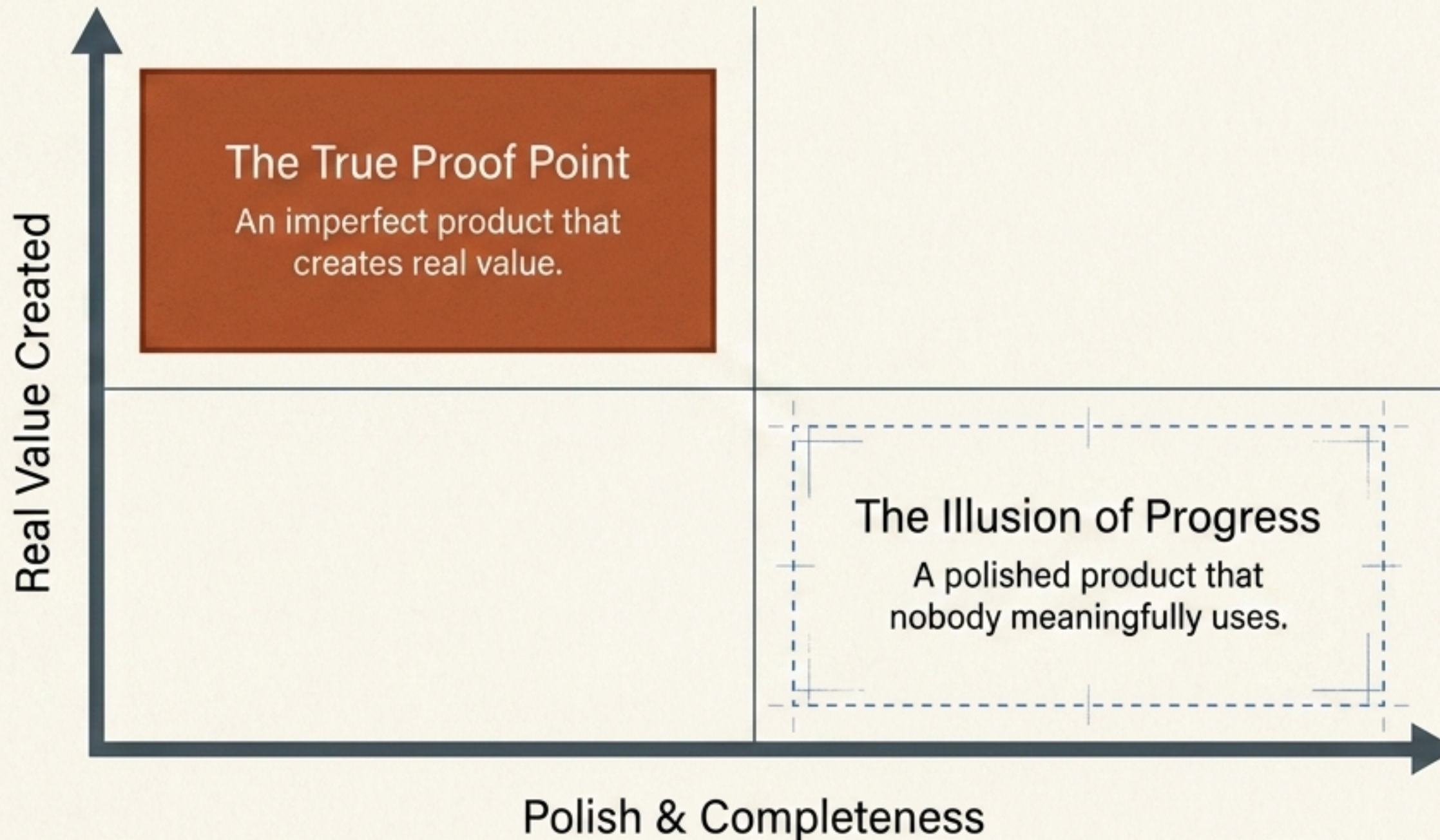
Targeting the Crucial Uncertainty

What is the smallest real outcome that removes the most important uncertainty?



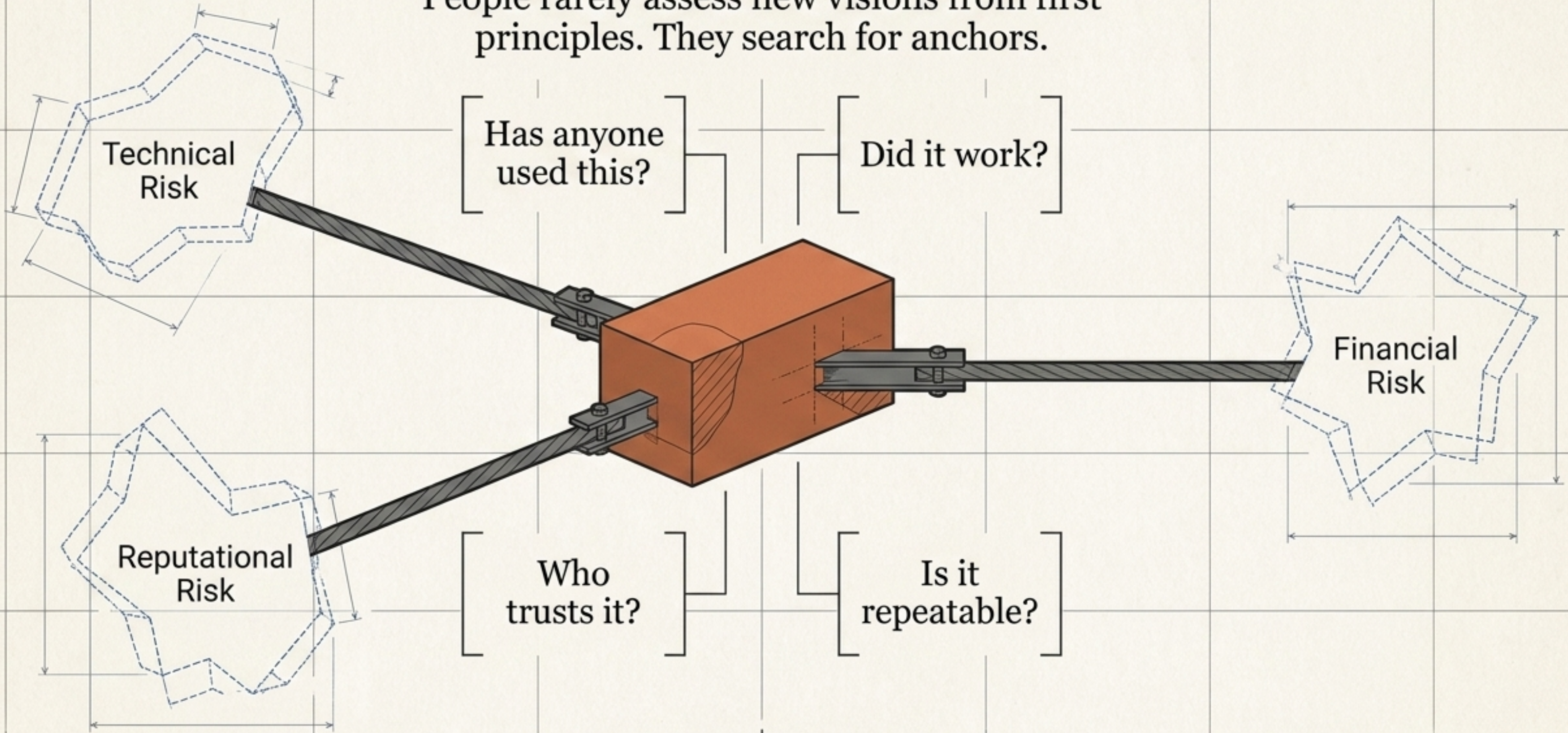
Proof is Not Perfection

Replace the pursuit of abstract completeness with the pursuit of verified value.



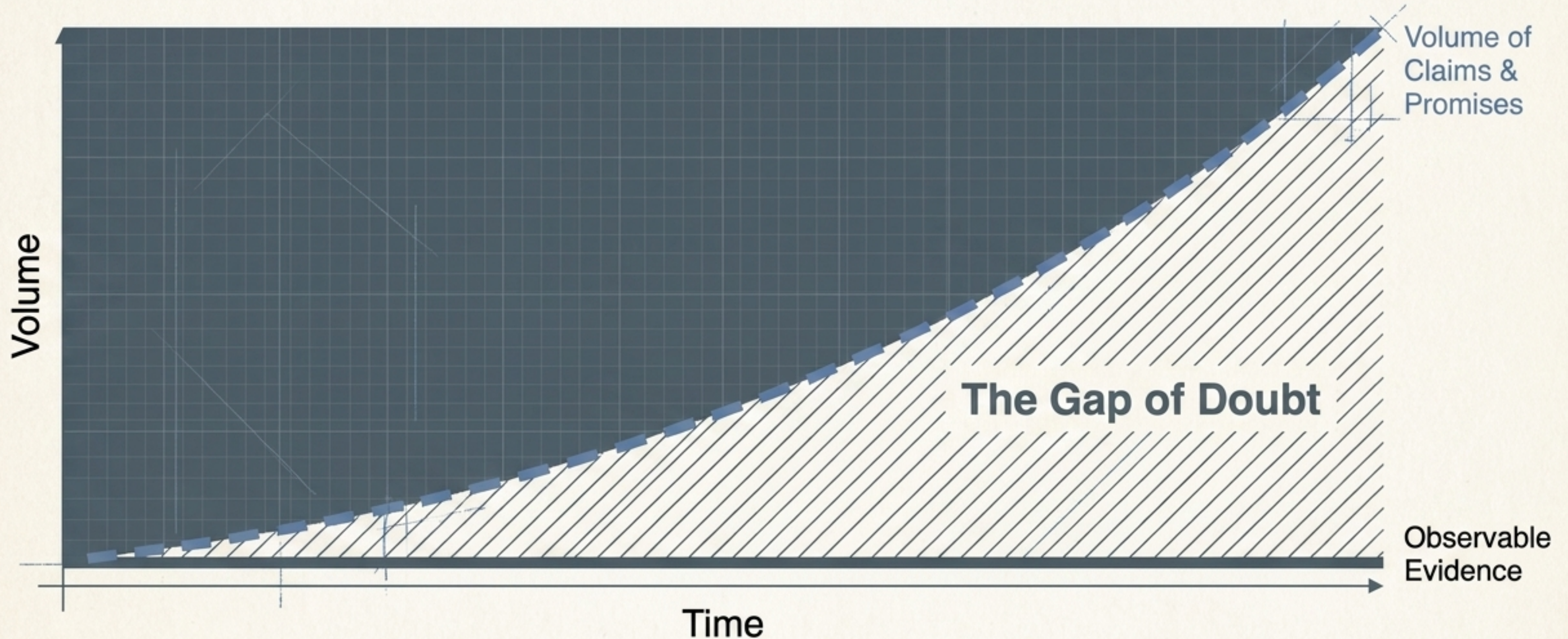
The First Proof Point is a Trust Anchor

People rarely assess new visions from first principles. They search for anchors.



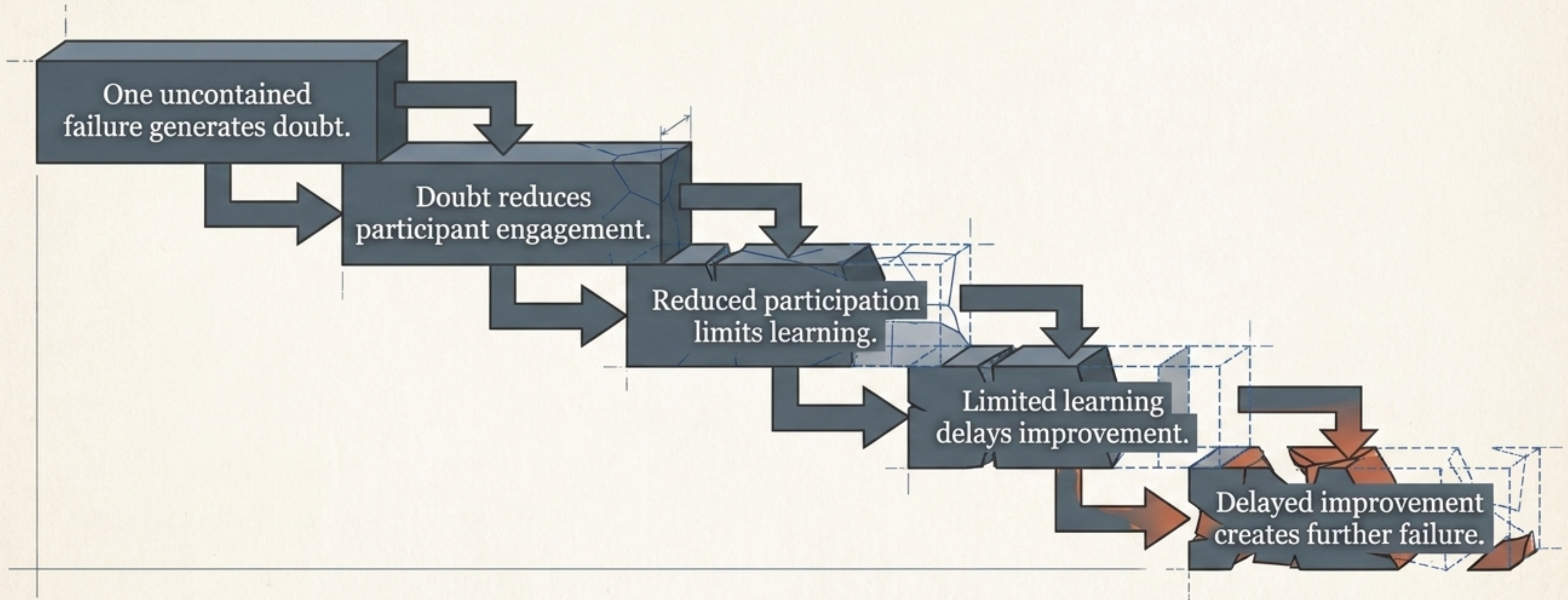
The Trap of Zero Proof

Over time, the absence of evidence becomes evidence about the innovation itself.



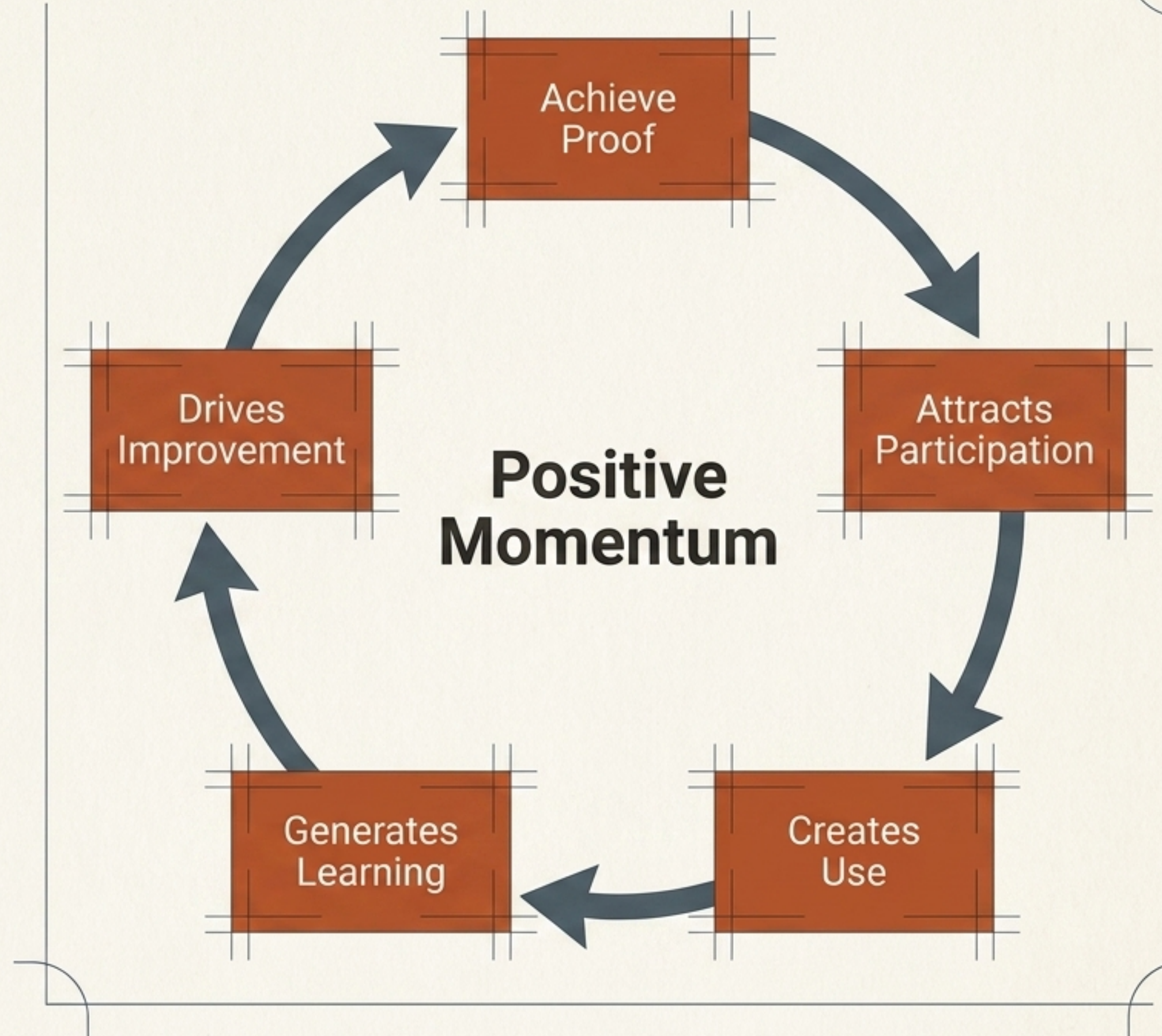
Inverse Compounding

In a new system, one failure may represent almost everything people know. Its interpreted meaning becomes dangerously broad.



The Conditions for Compounding Growth

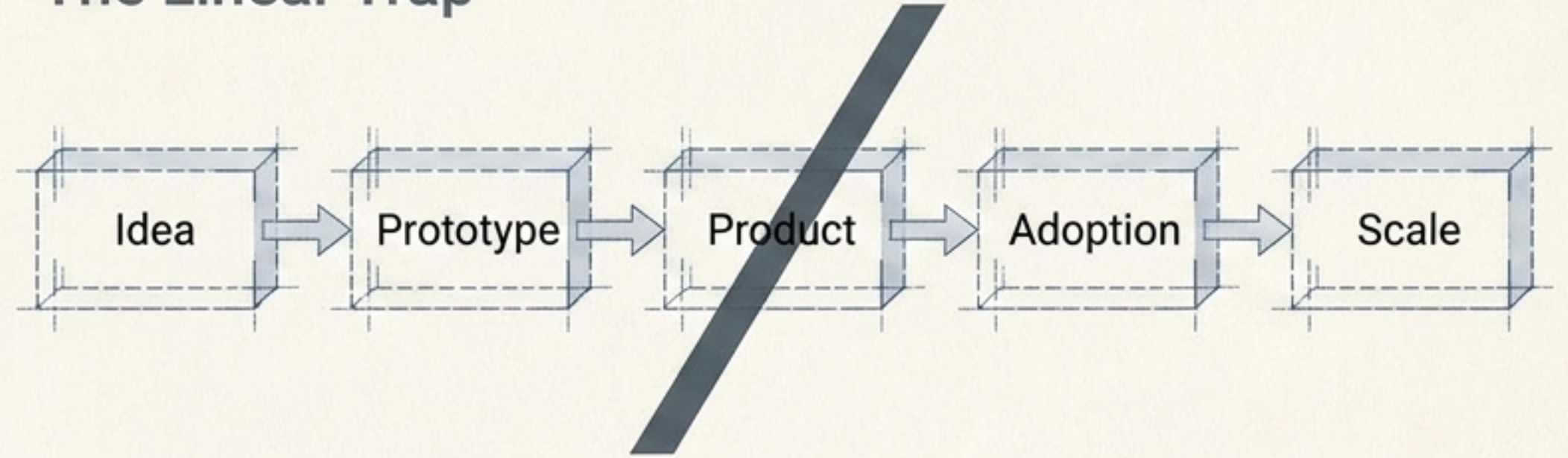
The first proof point is rarely valuable only as an isolated success; its deeper value is making subsequent proof easier.



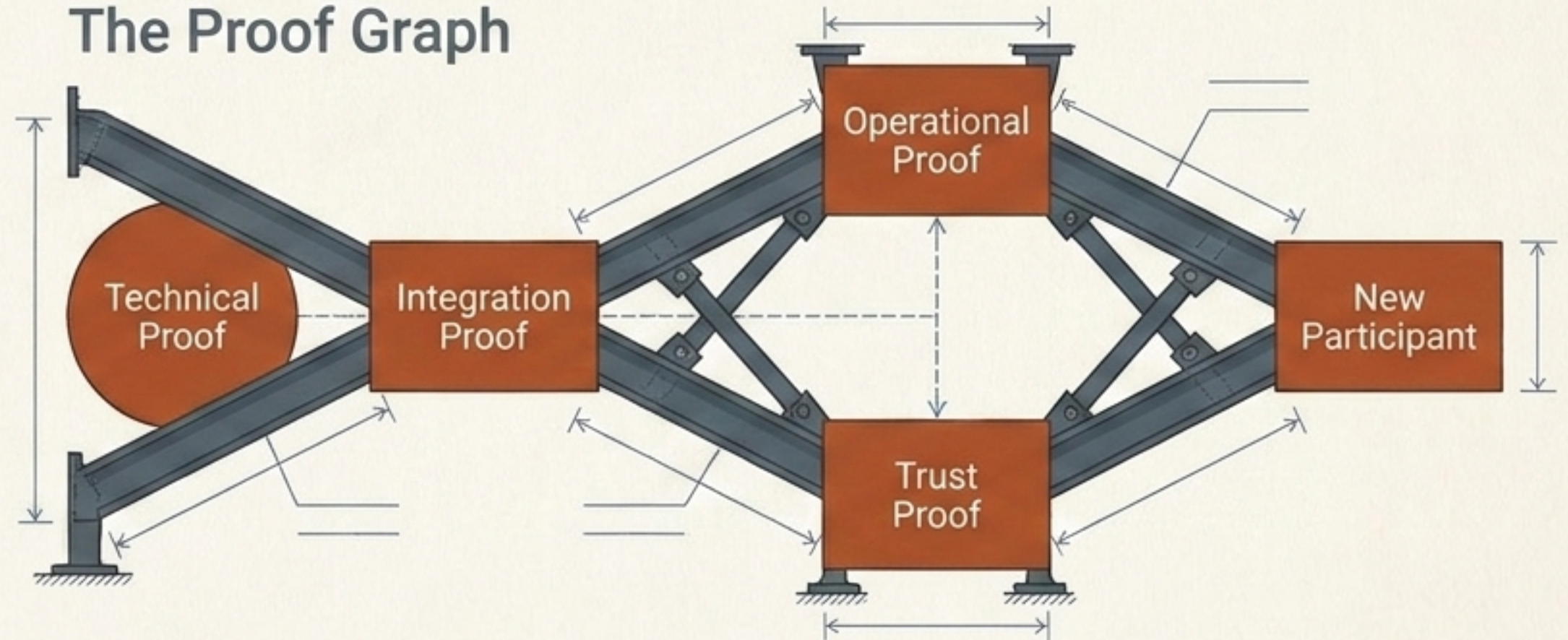
Proof Points Form a Graph, Not a Line

Scale is not a straight line of adoption; it is a resilient, interconnected web of realities.

The Linear Trap



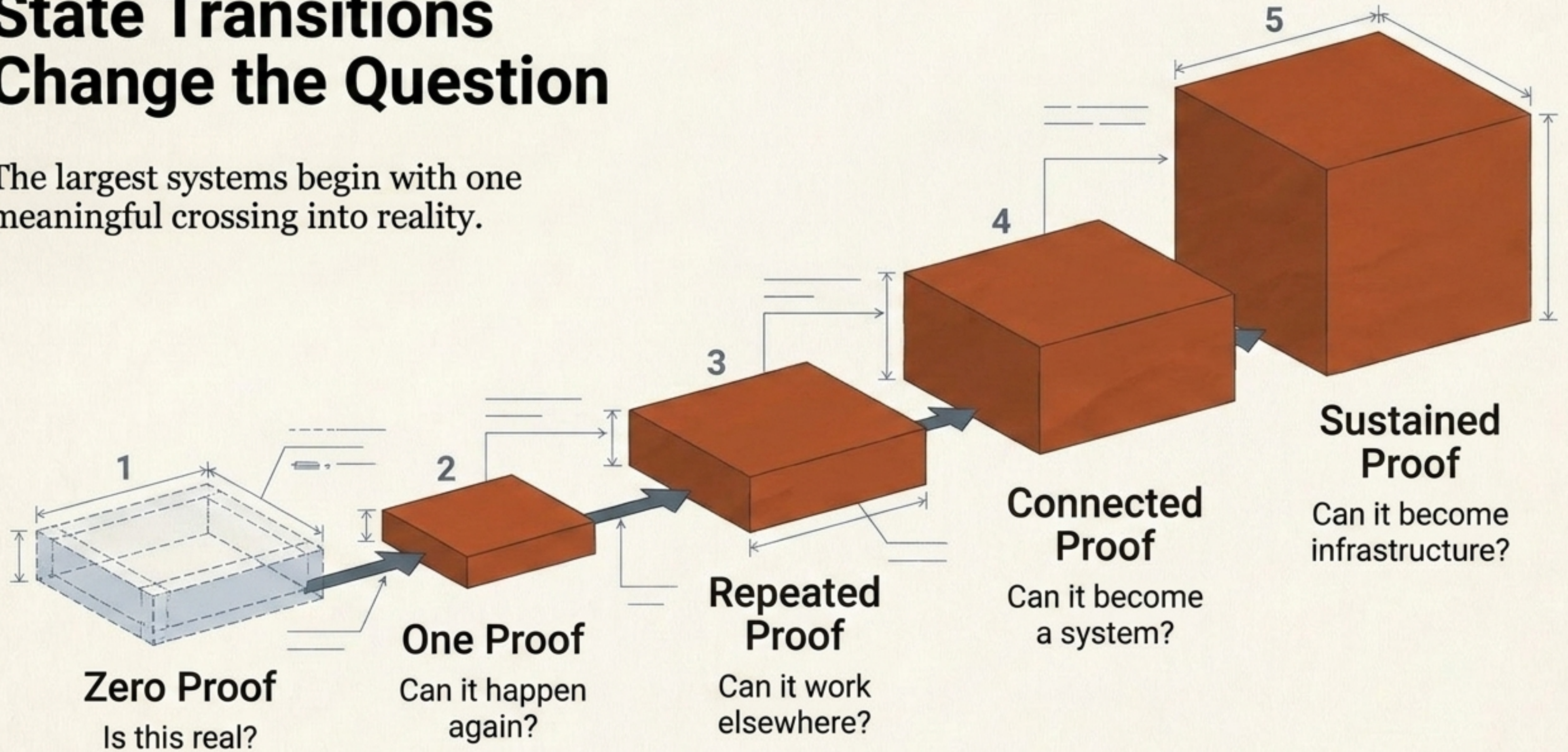
The Proof Graph



State Transitions

Change the Question

The largest systems begin with one meaningful crossing into reality.



The Smallest Proof of the Largest Idea

The goal is not to prove everything. It is to prove the central thing from which more can follow. The first proof point does not need to show that the innovation is complete. It only needs to establish that it is real. From there, one proof can become many.