Fibonacci Scaling

Teams either underinvest too early and learn nothing, or overinvest too early in ideas that haven't earned the right to exist. Fibonacci Scaling avoids both: increase investment only as confidence increases.

> **Every additional unit of investment must be earned by the evidence created by the previous one.**

AT THE END OF EVERY BLOCK

Ship
Complete enough to create feedback. Only shipping earns the next Fibonacci increment.

Shrink
Scope was too large. Reduce it until something meaningful fits the current investment.

Repeat
Another block at the same level — you haven't earned a larger investment yet.

Stop
Not valuable, clear, or promising enough. Killing it is not failure — it's the point.

Timeboxes are decision points

Not estimates. You don't get more resources because you ran out of time — change scope, not investment.

Finish small pieces completely

Finished work creates feedback. Feedback creates information. Information reduces uncertainty.

It's capital allocation

Time, engineering, design, and marketing attention are capital. Each stage asks: has this idea earned another unit?

Never scale effort faster than you scale confidence. Scale investment only as certainty compounds.

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