

# MVP Definition Template

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## Project Overview

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**Project Name:** [Your Project Name]

**Date:** [Current Date]

**Version:** 1.0

**Team:** [Team Members]

## Executive Summary

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### Vision Statement

[One sentence describing the ultimate vision for your product]

### Mission Statement

[One sentence describing what your MVP will accomplish]

### Value Proposition

[Clear statement of the unique value your MVP provides to users]

## Problem Definition

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### Problem Statement

[Detailed description of the problem you're solving]

### Target Audience

- **Primary Users:** [Description of main user group]
- **Secondary Users:** [Description of secondary user groups]
- **User Personas:** [Link to detailed personas or brief descriptions]

### Market Size

- **Total Addressable Market (TAM):** [Market size data]
- **Serviceable Addressable Market (SAM):** [Realistic market size]
- **Serviceable Obtainable Market (SOM):** [Initial target market]

## Solution Overview

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### Core Solution

[High-level description of your solution approach]

### Key Differentiators

1. [What makes your solution unique]
2. [Competitive advantages]
3. [Innovation factors]

Success Metrics

- **Primary KPIs:** [Key metrics that define success]
- **Secondary KPIs:** [Supporting metrics]
- **Validation Criteria:** [How you'll know the MVP is successful]

MVP Scope Definition

Core Features (Must-Have)

Feature	Description	User Story	Acceptance Criteria	Priority
[Feature 1]	[Brief description]	As a [user], I want [goal] so that [benefit]	[Specific criteria]	High
[Feature 2]	[Brief description]	As a [user], I want [goal] so that [benefit]	[Specific criteria]	High
[Feature 3]	[Brief description]	As a [user], I want [goal] so that [benefit]	[Specific criteria]	High

Secondary Features (Should-Have)

Feature	Description	User Story	Acceptance Criteria	Priority
[Feature 1]	[Brief description]	As a [user], I want [goal] so that [benefit]	[Specific criteria]	Medium
[Feature 2]	[Brief description]	As a [user], I want [goal] so that [benefit]	[Specific criteria]	Medium

Future Features (Could-Have)

Feature	Description	Rationale for Deferral	Target Version
[Feature 1]	[Brief description]	[Why not in MVP]	v2.0
[Feature 2]	[Brief description]	[Why not in MVP]	v2.0

## Explicitly Excluded Features

Feature	Reason for Exclusion	Future Consideration
[Feature 1]	[Why excluded]	[When to reconsider]
[Feature 2]	[Why excluded]	[When to reconsider]

## User Experience Design

### User Journey Map

1. **Discovery:** [How users find your product]
2. **Onboarding:** [First-time user experience]
3. **Core Usage:** [Primary user workflow]
4. **Value Realization:** [When users see value]
5. **Retention:** [What keeps users coming back]

### Key User Flows

- **Primary Flow:** [Most important user journey]
- **Secondary Flows:** [Supporting user journeys]
- **Error Handling:** [How errors are managed]

### Design Principles

1. [Design principle 1]
2. [Design principle 2]
3. [Design principle 3]

## Technical Architecture

### Technology Stack

- **Frontend:** [Technology choices and rationale]
- **Backend:** [Technology choices and rationale]
- **Database:** [Technology choices and rationale]
- **Infrastructure:** [Hosting and deployment choices]

### Architecture Decisions

Decision	Options Considered	Chosen Solution	Rationale
[Decision 1]	[Options]	[Choice]	[Why]
[Decision 2]	[Options]	[Choice]	[Why]

### Scalability Considerations

- **Current Capacity:** [What the MVP can handle]
- **Scaling Triggers:** [When to scale]
- **Scaling Strategy:** [How to scale]

## Security Requirements

- **Data Protection:** [How user data is protected]
- **Authentication:** [User authentication approach]
- **Compliance:** [Regulatory requirements]

## Business Model

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### Revenue Model

- **Primary Revenue Stream:** [How you'll make money]
- **Secondary Revenue Streams:** [Additional revenue sources]
- **Pricing Strategy:** [Pricing approach and rationale]

### Cost Structure

- **Development Costs:** [Initial development investment]
- **Operational Costs:** [Monthly/yearly operational expenses]
- **Customer Acquisition Costs:** [Expected CAC]

### Financial Projections

- **Break-even Timeline:** [When you expect to break even]
- **Revenue Projections:** [6-month and 1-year projections]
- **User Growth Projections:** [Expected user growth]

## Go-to-Market Strategy

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### Launch Strategy

- **Soft Launch:** [Limited release plan]
- **Public Launch:** [Full launch plan]
- **Marketing Channels:** [How you'll reach users]

### Customer Acquisition

- **Primary Channels:** [Main acquisition channels]
- **Secondary Channels:** [Supporting channels]
- **Conversion Strategy:** [How to convert prospects]

### Partnerships

- **Strategic Partners:** [Key partnership opportunities]
- **Integration Partners:** [Technical integration opportunities]
- **Distribution Partners:** [Channel partnerships]

## Risk Assessment

### Technical Risks

Risk	Probability	Impact	Mitigation Strategy
[Risk 1]	[High/Med/Low]	[High/Med/Low]	[How to mitigate]
[Risk 2]	[High/Med/Low]	[High/Med/Low]	[How to mitigate]

### Business Risks

Risk	Probability	Impact	Mitigation Strategy
[Risk 1]	[High/Med/Low]	[High/Med/Low]	[How to mitigate]
[Risk 2]	[High/Med/Low]	[High/Med/Low]	[How to mitigate]

### Market Risks

Risk	Probability	Impact	Mitigation Strategy
[Risk 1]	[High/Med/Low]	[High/Med/Low]	[How to mitigate]
[Risk 2]	[High/Med/Low]	[High/Med/Low]	[How to mitigate]

## Timeline and Milestones

### Development Timeline

Phase	Duration	Key Deliverables	Success Criteria
Planning	[X weeks]	[Deliverables]	[Criteria]
Design	[X weeks]	[Deliverables]	[Criteria]
Development	[X weeks]	[Deliverables]	[Criteria]
Testing	[X weeks]	[Deliverables]	[Criteria]
Launch	[X weeks]	[Deliverables]	[Criteria]

### Key Milestones

- **Milestone 1:** [Date] - [Description]
- **Milestone 2:** [Date] - [Description]
- **Milestone 3:** [Date] - [Description]
- **MVP Launch:** [Date] - [Description]

## Dependencies

- **Internal Dependencies:** [Team/resource dependencies]
- **External Dependencies:** [Third-party dependencies]
- **Critical Path:** [Most important timeline elements]

## Success Criteria and Validation

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### MVP Success Metrics

- **User Acquisition:** [Target number of users]
- **User Engagement:** [Engagement metrics and targets]
- **Revenue:** [Revenue targets if applicable]
- **User Satisfaction:** [Satisfaction metrics]

### Validation Methods

- **Quantitative:** [Analytics and metrics]
- **Qualitative:** [User feedback and interviews]
- **A/B Testing:** [Planned experiments]

### Decision Points

- **Continue/Pivot Criteria:** [When to continue vs. pivot]
- **Scale-up Triggers:** [When to invest more resources]
- **Shutdown Criteria:** [When to stop if unsuccessful]

## Resource Requirements

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### Team Requirements

- **Core Team:** [Essential team members]
- **Extended Team:** [Additional team members]
- **External Resources:** [Contractors, consultants, etc.]

### Budget Requirements

- **Development Budget:** [Development costs]
- **Marketing Budget:** [Customer acquisition costs]
- **Operational Budget:** [Monthly operational costs]
- **Contingency:** [Buffer for unexpected costs]

### Infrastructure Requirements

- **Development Environment:** [Development setup needs]
- **Production Environment:** [Production infrastructure]
- **Third-party Services:** [External services needed]

## Post-MVP Roadmap

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### Version 2.0 Features

- [Feature 1]: [Description and rationale]
- [Feature 2]: [Description and rationale]

- [Feature 3]: [Description and rationale]

## Long-term Vision

- **6-month Goals:** [Where you want to be in 6 months]
- **1-year Goals:** [Where you want to be in 1 year]
- **3-year Vision:** [Long-term product vision]

## Scaling Strategy

- **User Growth:** [How to scale user base]
- **Feature Expansion:** [How to expand features]
- **Market Expansion:** [How to expand to new markets]

## Appendices

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### A. User Research Data

[Link to or summary of user research findings]

### B. Competitive Analysis

[Link to or summary of competitive analysis]

### C. Technical Specifications

[Link to detailed technical documentation]

### D. Financial Models

[Link to detailed financial projections]

### E. Legal Considerations

[Any legal or regulatory considerations]

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#### Document Control

- **Created by:** [Name]
- **Reviewed by:** [Name(s)]
- **Approved by:** [Name]
- **Last Updated:** [Date]
- **Next Review:** [Date]

#### Stakeholder Sign-off

- ☐ Product Manager
- ☐ Technical Lead
- ☐ Business Stakeholder
- ☐ Design Lead
- ☐ QA Lead