## Step 22: MVBP

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| How Your Proposed MVBP Meets the Three Objectives of an MVBP | |
| **Objectives** | **How, specifically, does your MVBP meet this objective?** |
| 1. **Value**: Provides value to end user consistent with Step 8 | Our Minimum Viable Business Product (MVBP) will focus on automating specific, high-friction research tasks where initial testing (Step 21) showed clear value, such as idea generation and initial literature mapping. By delivering tangible time savings (aiming for ~20-25% initially, revised from Step 8) and better starting points for research projects, it provides immediate, measurable value to the end user (like Chrysis). |
| 2. **Pay**: Prove that the economic buyer will pay something for the product placement | Based on pricing tests (Step 21), the MVBP will be offered at a significantly reduced initial price point (e.g., €150-€250 per user/year) targeting early adopters and pilot programs. This strategy aims to secure the first paying customers, proving that an economic buyer (like Dr. Papadopoulos, using lab funds) is willing to allocate budget, even if small initially, for the perceived value, despite initial price sensitivity. |
| 3. **Feedback**: Creates meaningful feedback loop with customer (end user, economic buyer and champion) | The MVBP launch includes mechanisms for feedback collection: direct user surveys focusing on usability and value (End User), usage analytics tracking feature adoption, dedicated support channels for issue reporting (End User/Champion), and structured check-ins during pilots to understand institutional adoption hurdles and perceived ROI (Champion/Economic Buyer). |

### Minimizing Investment and/or Speeding Time to Market – Concierge Opportunities

Is there anything that can be concierged in your MVBP to reduce the initial investment required to achieve the above three objectives and/or decrease time to get to market with an MVBP? Time maybe even more important than money.

Yes, initially, we can concierge complex onboarding processes by providing personalized, manual setup assistance instead of building fully automated tutorials. Certain advanced AI outputs could be manually reviewed or curated by our team before delivery to ensure quality and mimic advanced features. We can also manually handle complex integration tasks or specific data sourcing requests for early users, delaying the need to build resource-intensive automated connectors immediately.