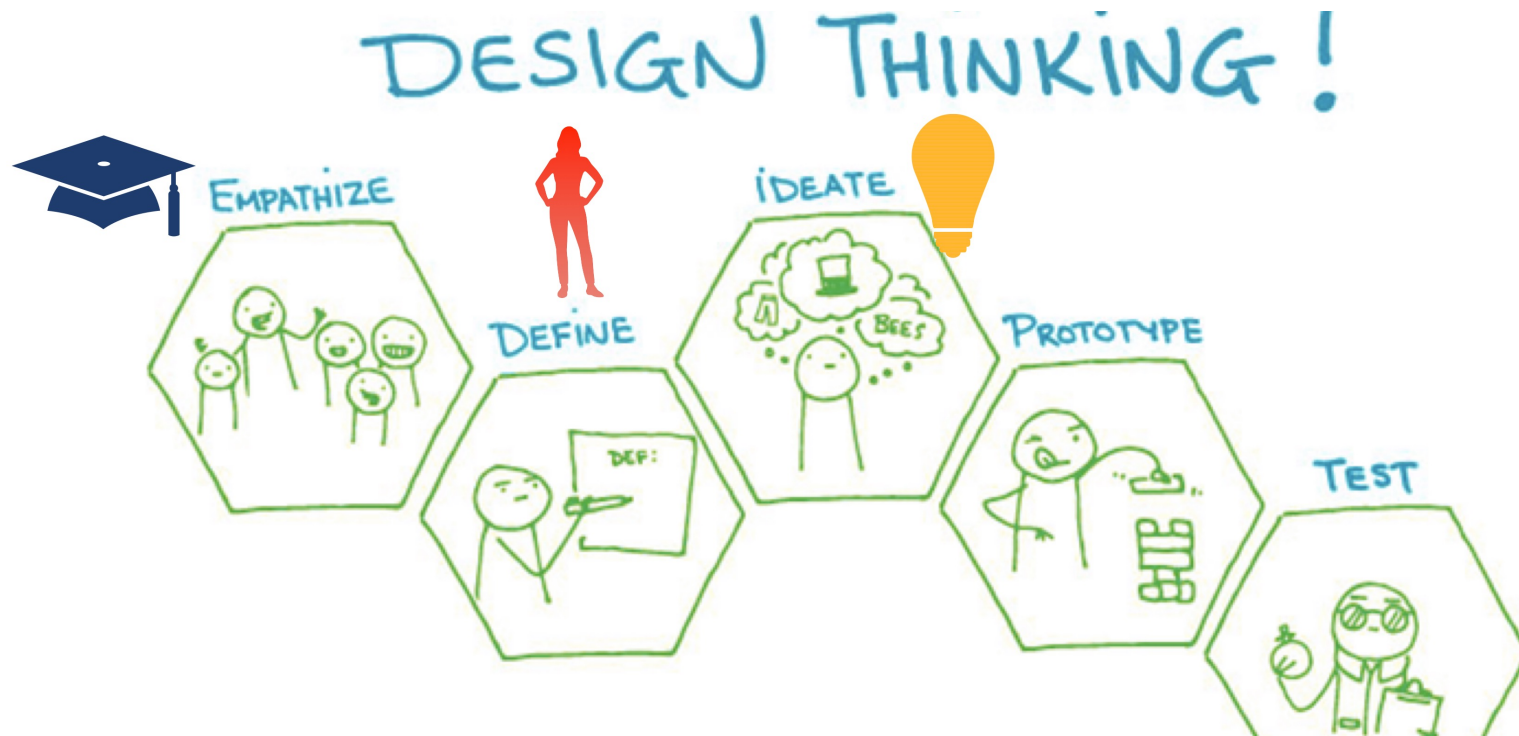# Our objective:
Using own data, to help companies to impact society and business

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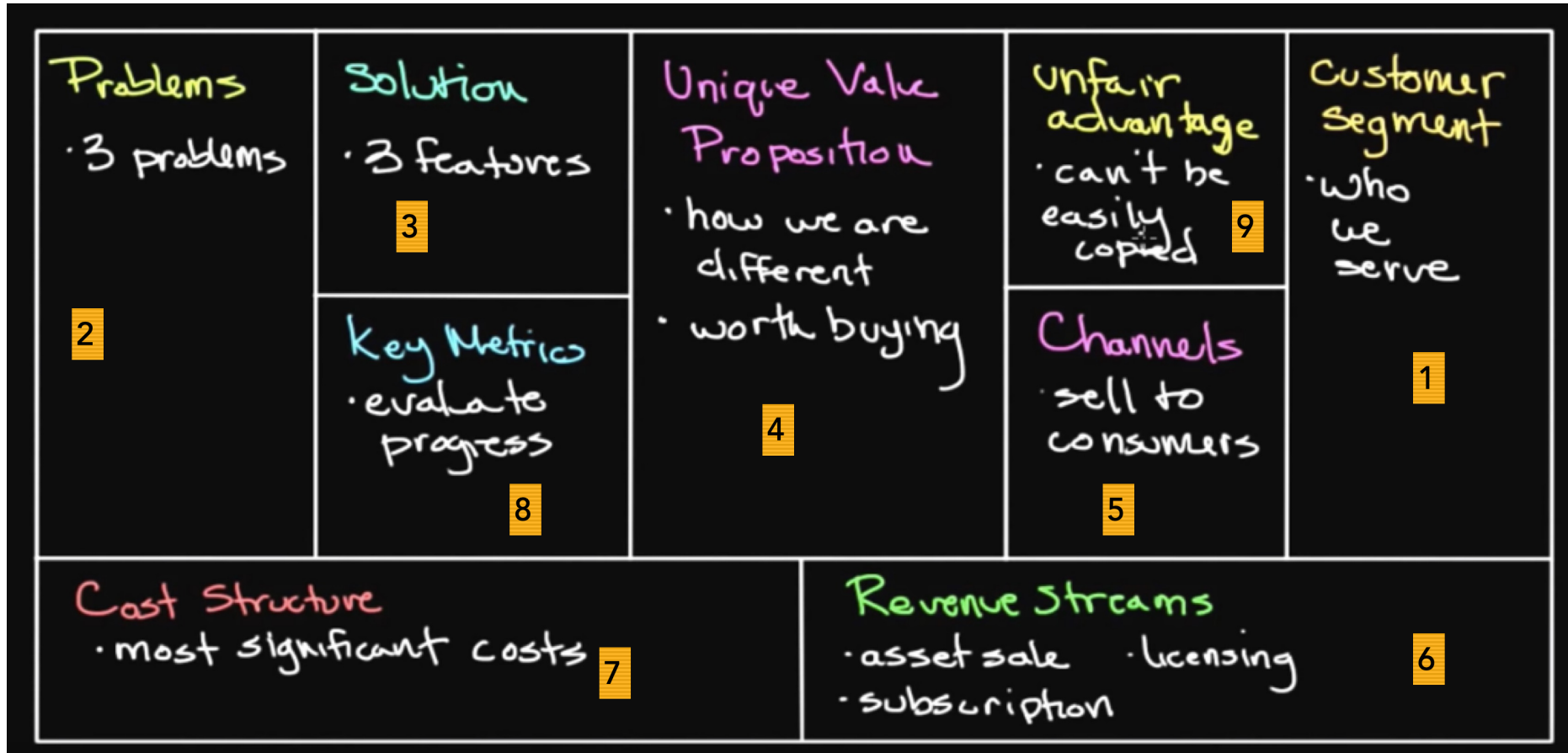# Homework 2. Lecture about MVP
→ In-Class participation

🌐 **Reading for discussion**

The inefficiency of the MVP approach to startups stems from a misunderstanding of what a minimum viable product actually should be. Many founders believe an MVP is about building the simplest possible version of a product. In other words, they think stripping a product down to its bare essential features makes it an MVP.

But this isn't quite right. Creating a minimum viable product isn't about building a minimal number of features — it's about minimal effort for the entrepreneur.

Homework 3. Lean Canvas (1,2,3) → In-Class participation + Group Project

Problems	Solution	Unique Value Proposition	Unfair advantage	Customer Segment

Lean Canvas board:

- **Problems** · 3 problems — **2**
- **Solution** · 3 features — **3**
- **Key Metrics** · evaluate progress — **8**
- **Unique Value Proposition** · how we are different · worth buying — **4**
- **Unfair advantage** · can't be easily copied — **9**
- **Channels** · sell to consumers — **5**
- **Customer Segment** · who we serve — **1**
- **Cost Structure** · most significant costs — **7**
- **Revenue Streams** · asset sale · licensing · subscription — **6**

1. 5 + 5 interviews
2. 1 + 2 clearly defined problems
3. 1 + 2 clearly defined databases for 1 problem