## 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 | The MVBP delivers core functionality focused on solving the end user’s primary pain point, for instance, centralizing data input and automating report generation, which saves them 5+ hours/week and reduces manual error. This aligns directly with customer needs validated in Step 8 interviews and surveys. |
| 2. **Pay**: Prove that the economic buyer will pay something for the product placement | Initial B2B pilot partners have agreed to a €10–€15/month fee for the MVBP in exchange for early access, priority feature input, and direct support. This shows clear willingness to pay and demonstrates economic value from the buyer’s standpoint. |
| 3. **Feedback**: Creates meaningful feedback loop with customer (end user, economic buyer and champion) | The MVBP includes built-in feedback tools (e.g., in-app prompts, satisfaction surveys) and bi-weekly check-ins with pilot users. Product usage analytics and direct interviews ensure ongoing feedback from all three stakeholder types: end user (daily users), economic buyer (budget holder), and internal champion (influencer/advocate). |

### 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.

**To minimize initial investment and accelerate time to market, several components of the MVBP can be delivered through concierge methods. For example, instead of developing a fully automated onboarding flow, a team member can personally guide new users through setup and best practices using Zoom or screen-sharing. Early features such as alerts or reports can be manually generated and delivered via email, helping validate their value before committing to software development. Customer support can be provided through familiar platforms like WhatsApp or Slack, avoiding the need to build an internal ticketing system while maintaining high responsiveness. Additionally, manual data handling, such as accepting CSV uploads for CRM or financial system integrations, allows customers to see immediate value without the technical overhead of full integration. These concierge approaches not only reduce cost and development time but also create valuable opportunities for direct user engagement and faster iteration.**