

Building your MVP*

*Minimum Viable Product

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It's story time



So, what's your deal?

Aspiring Entrepreneur? Entrepreneur? Early bored?

What is a start-up?

No, really? What does that word mean?

A startup is a human institution designed to deliver a new product or service under conditions of extreme uncertainty.

Why do we build products?

- Delight customers
- Get lots of them signed up
- Make a lot of money
- Realize a big vision; change the world

Minimum Viable Product

The absolute minimum product that you can hand-off to a early user for use and be able to validate your assumptions

So, your saying it's the same as

**'release early,
release often'?**

So, your saying it's the same as

**maximizing your
chances of success?**

Most popular fears

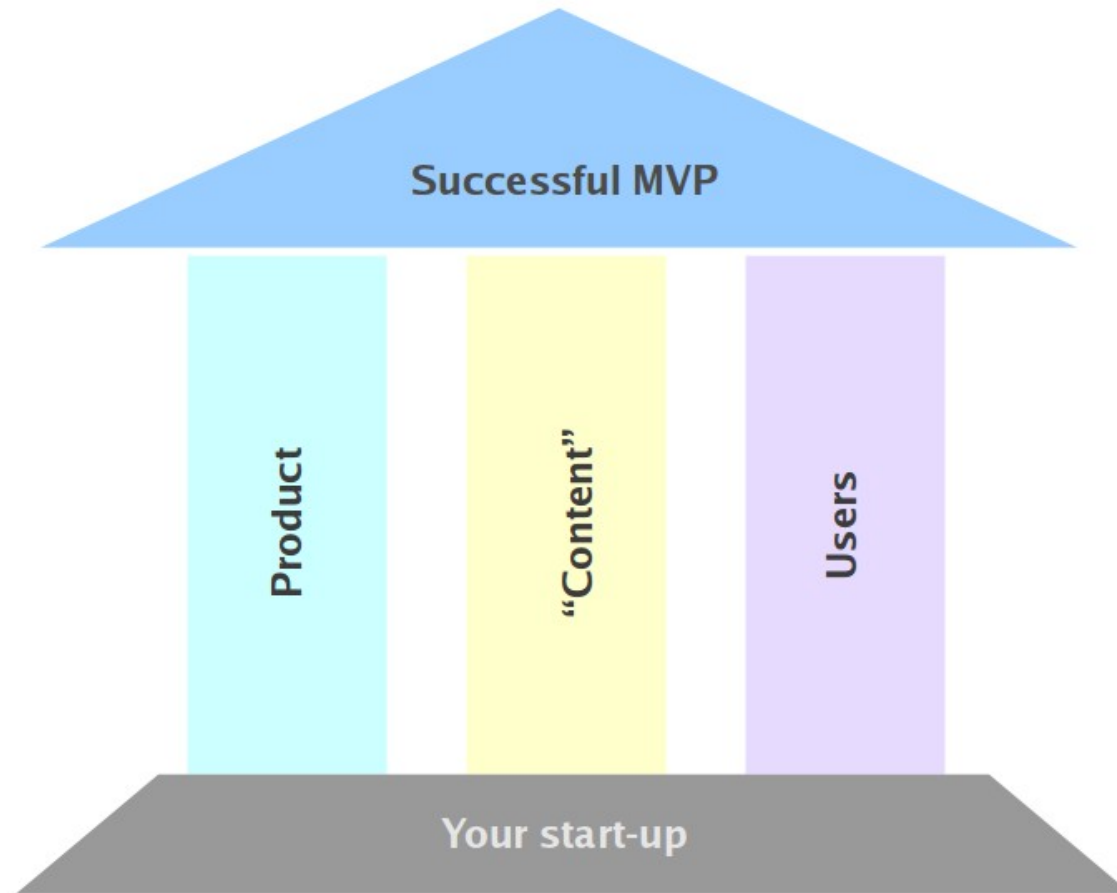
- “Customers would have liked the real product, but the MVP sucks, so we abandoned the vision.”
- “But the customers don't know what they want”
- “It would be faster to just build it right, all this distracts from delighting customers”

So, what does your MVP look like?

All popular features built? A landing page? A survey?

“Strategy” and MVP

Build a product with a differentiated strategy



3 pillars of success

But, how do you build it?

Prototyping, funny libraries-frameworks-dbs, video, cloud,
social graph, visuals, analytics

Hypothetical scenarios

Thank you

I applaud your patience

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