

Minimum Viable Product

Shreedutt Dixit 19111056
6th Semester, Basic Entrepreneurship
Biomedical Engineering Department
Email: Shreedutt77@gmail.com

Guided by :
Saurabh Gupta Sir

Abstract

A minimum viable product (MVP) is a Lean Startup concept that emphasizes the importance of learning in the development of new products. An MVP, according to Eric Ries, is the version of a new product that allows a team to gather the most amount of verified learning about customers with the least amount of effort.

This verified knowledge comes in the form of whether or not your buyers will buy your product.

A crucial tenet of the MVP concept is that you create an actual product (which might be as simple as a landing page or a service that appears to be automated but is entirely manual behind the scenes) that you can give to clients and monitor their actual behavior with it. Observing what people do with a product rather than asking them what they would do is far more reliable.

TABLE OF CONTENT

1. Introduction
 2. Conclusion
-

1 INTRODUCTION

2 CONCLUSION