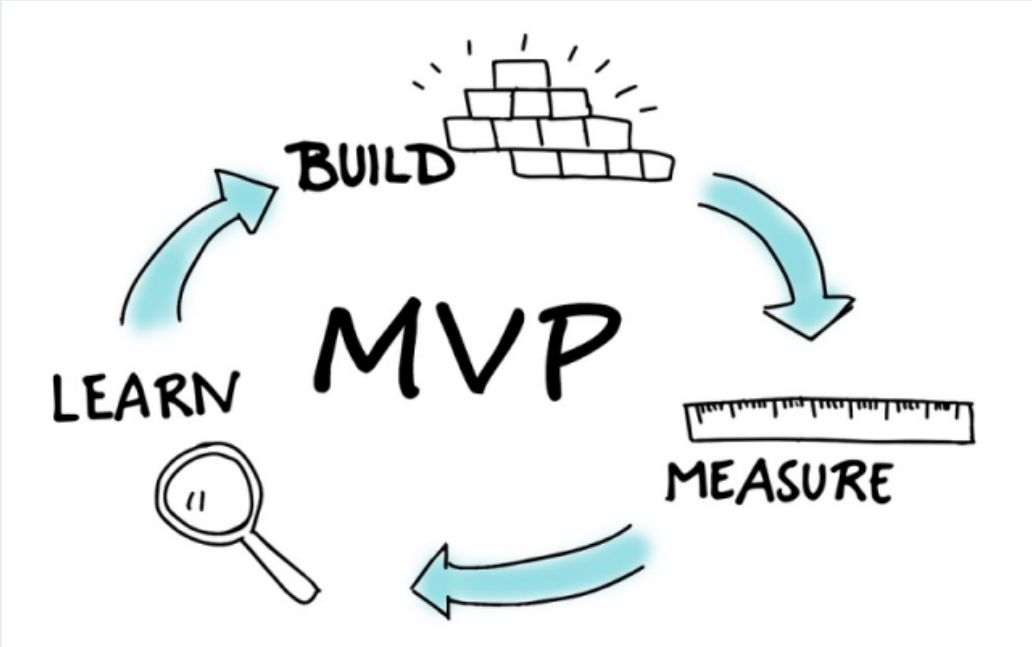
MVP

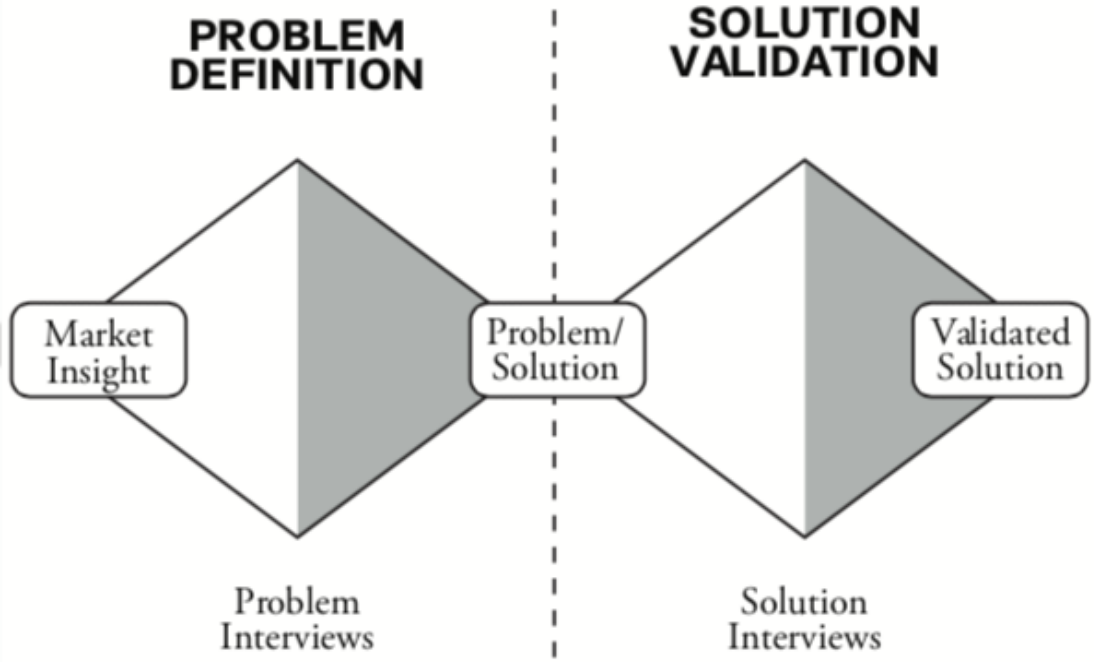


Softville

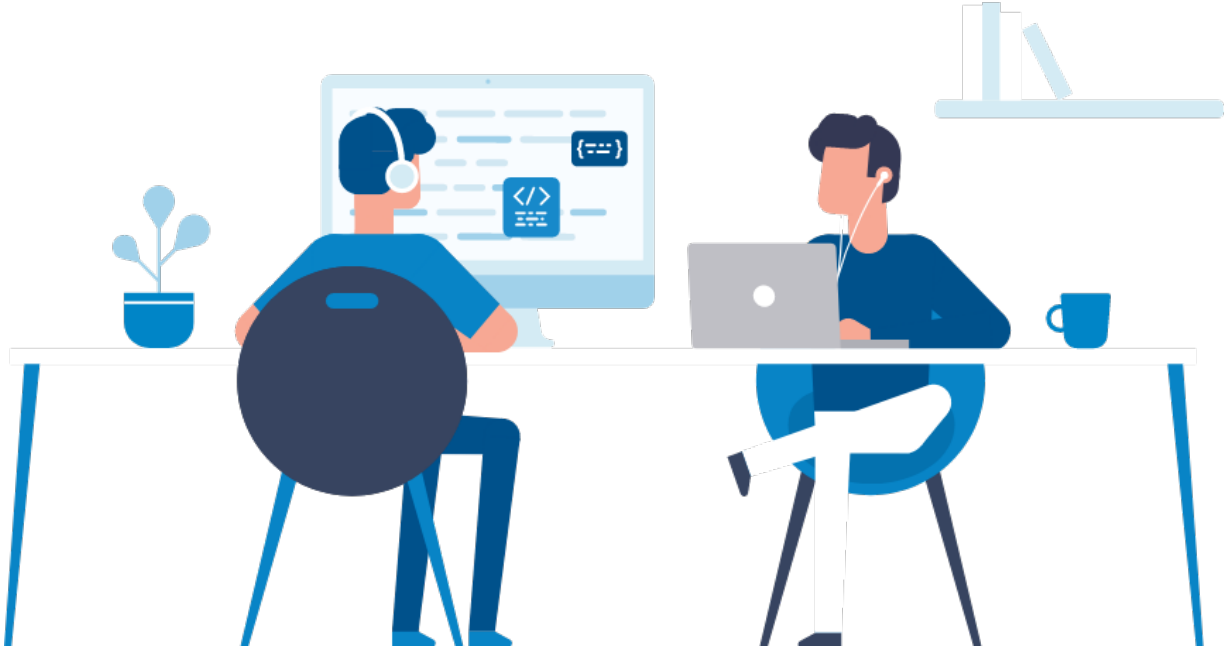
RECAPITULANDO

Entrevistamos clientes

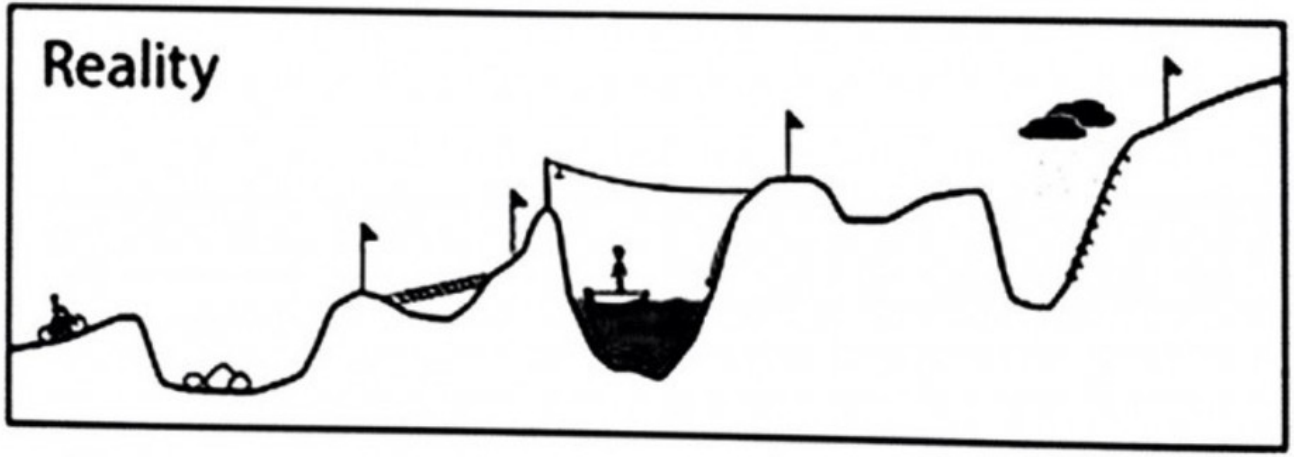
Validamos e invalidamos hipóteses



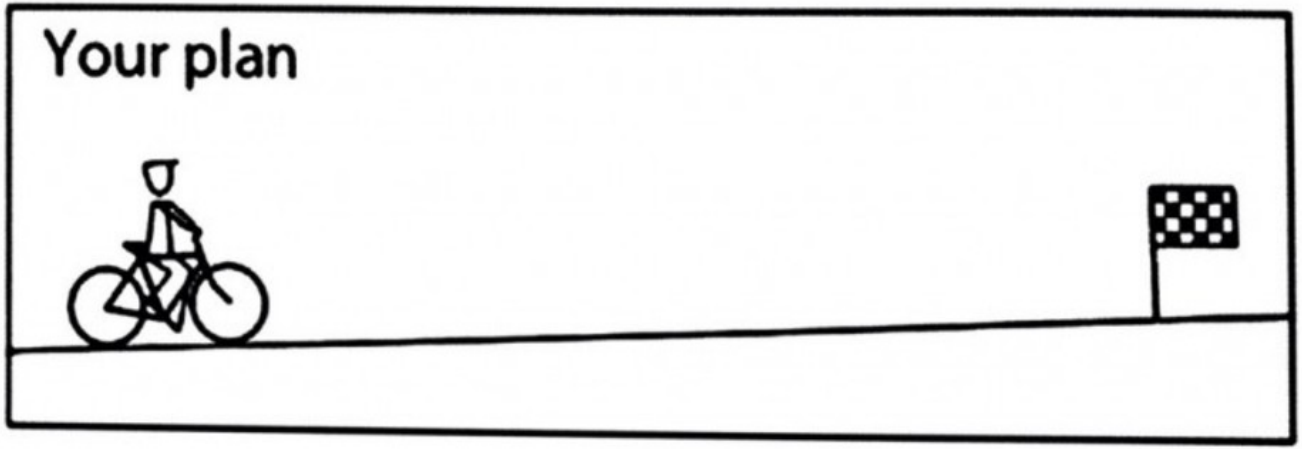
Agora desenvolveremos o produto



E se o processo até agora foi assim...

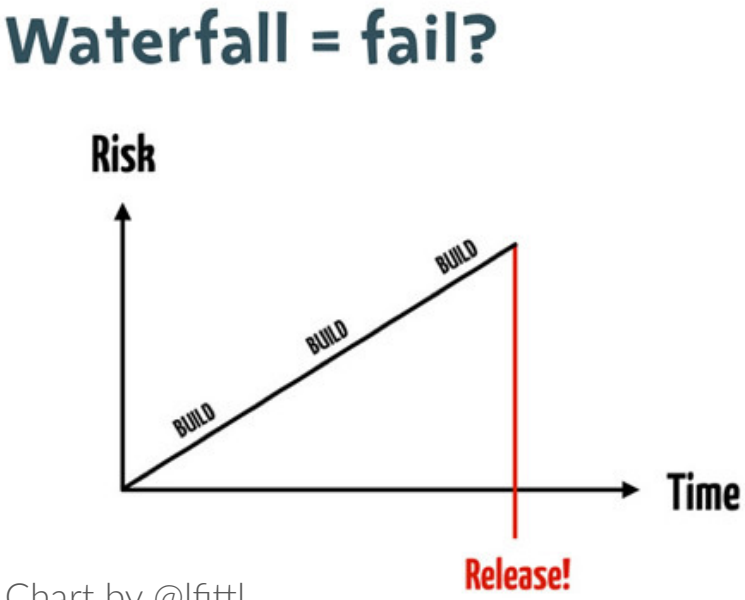


… por que daqui em diante será assim?!



Quanto vale o seu tempo e dinheiro?!

Você prefere pagar para ver?



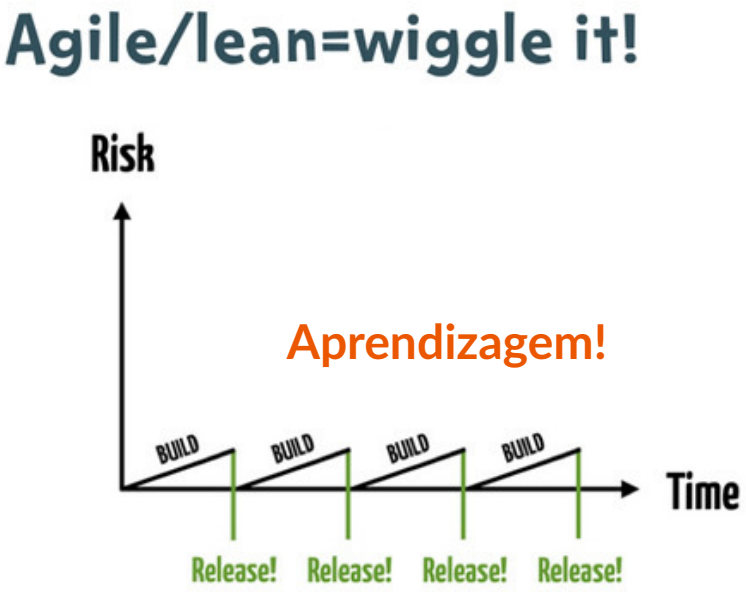


Chart by @lfittl

Objetivo com o MVP

Continuar economizando tempo e dinheiro com produtos que não resolvem os problemas dos clientes!

O que é MVP?

O que realmente é MVP?

Eric Ries:

"Versão de produto que possa iniciar o processo de aprendizagem por meio do ciclo de feedback construir-medir-aprender"

O que realmente é MVP?

Steve Blank:

"Conjunto mínimo de recursos no desenvolvimento de clientes"

Frank Robinson:

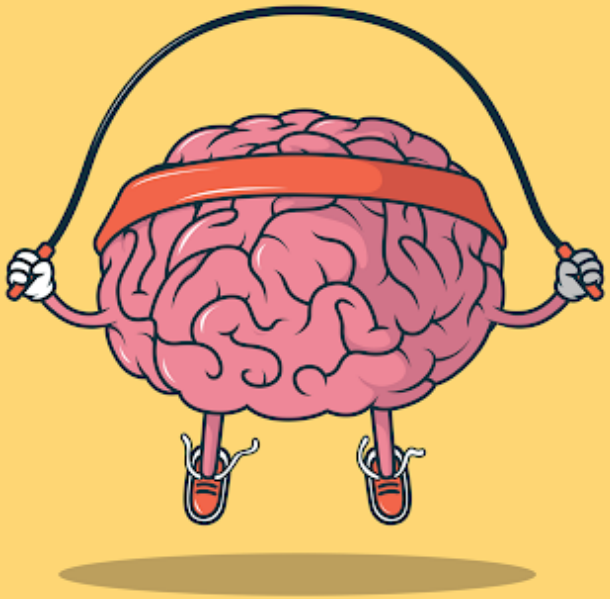
"Versão de produto que é a menor necessidade para se vender a possíveis clientes"

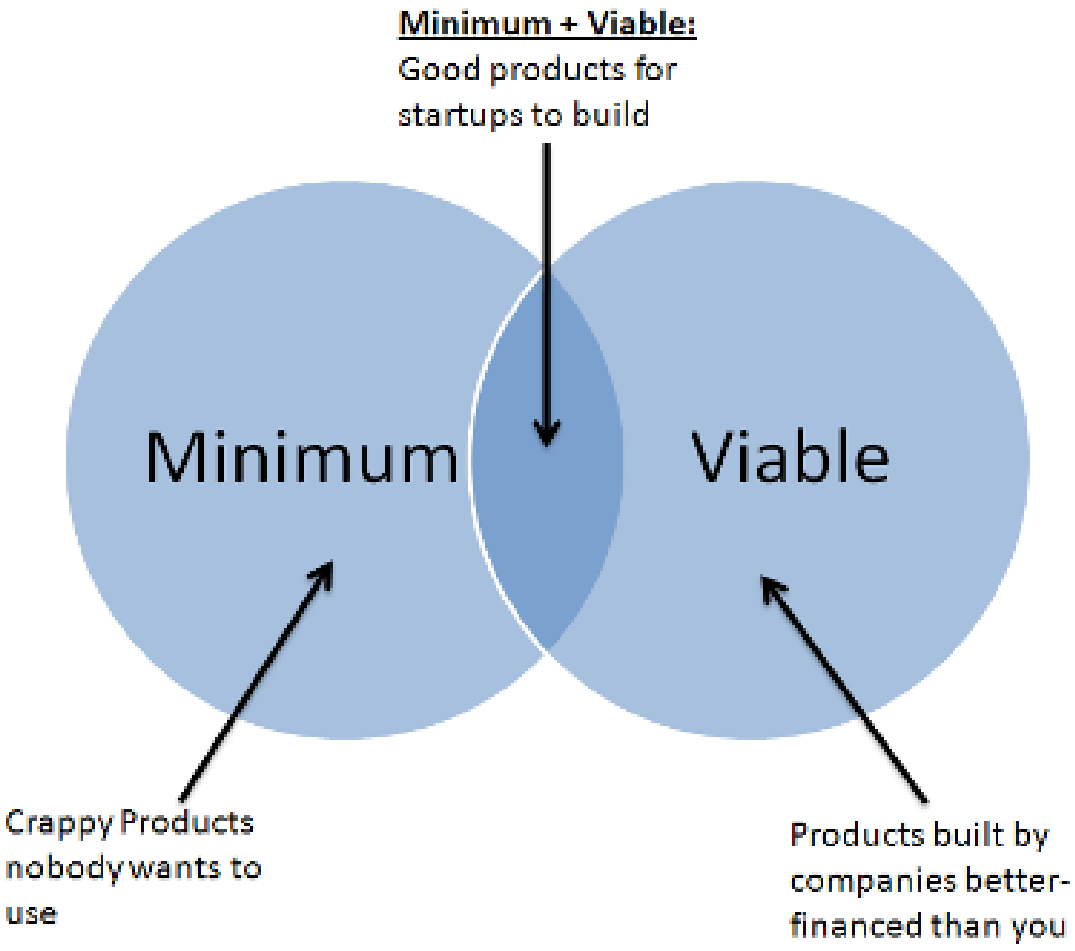
O que você chama de MVP, não é um MVP!

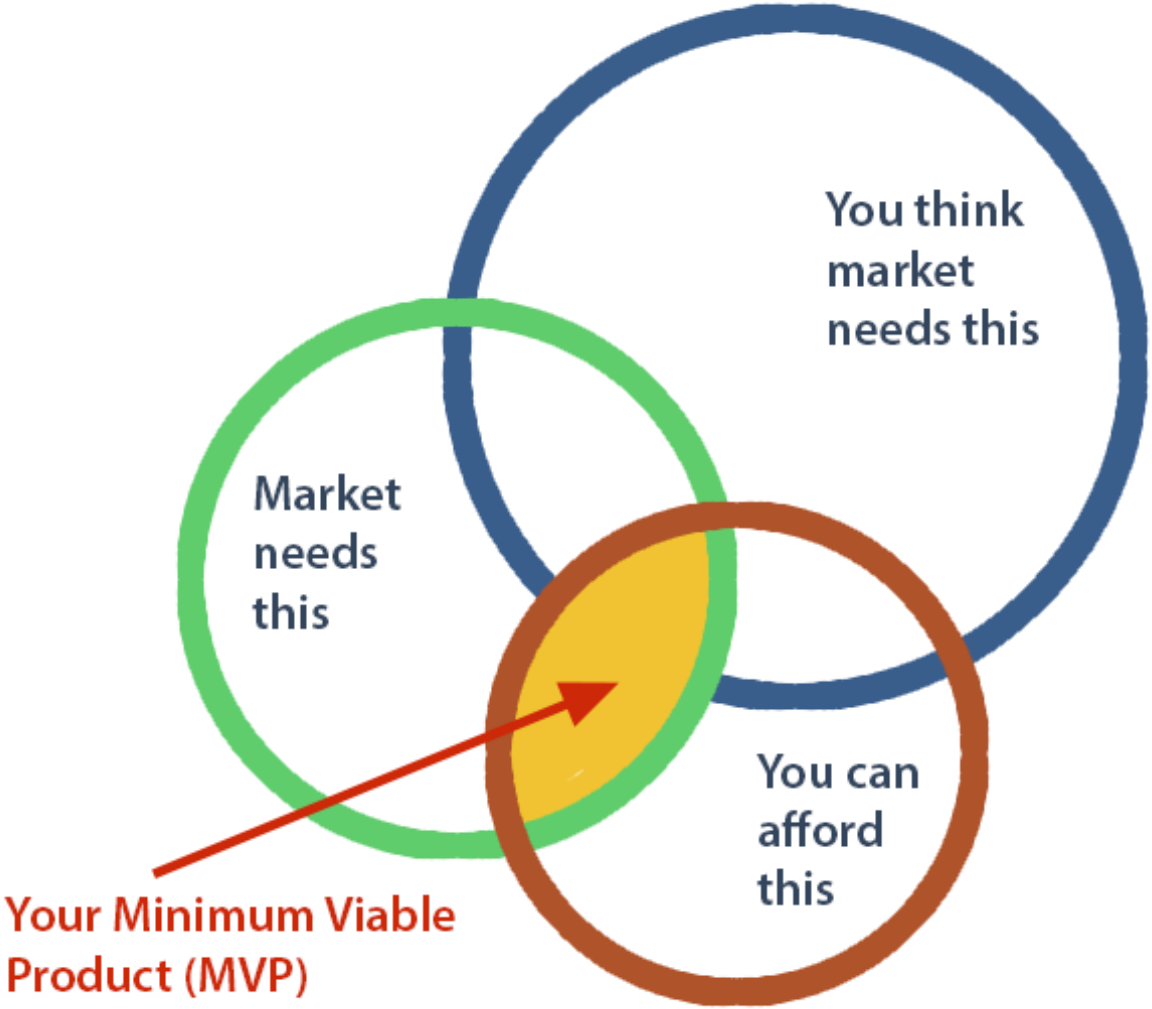
MVP não é apenas uma versão menor do seu produto, isso chama-se protótipo.

Definição de MVP Softville

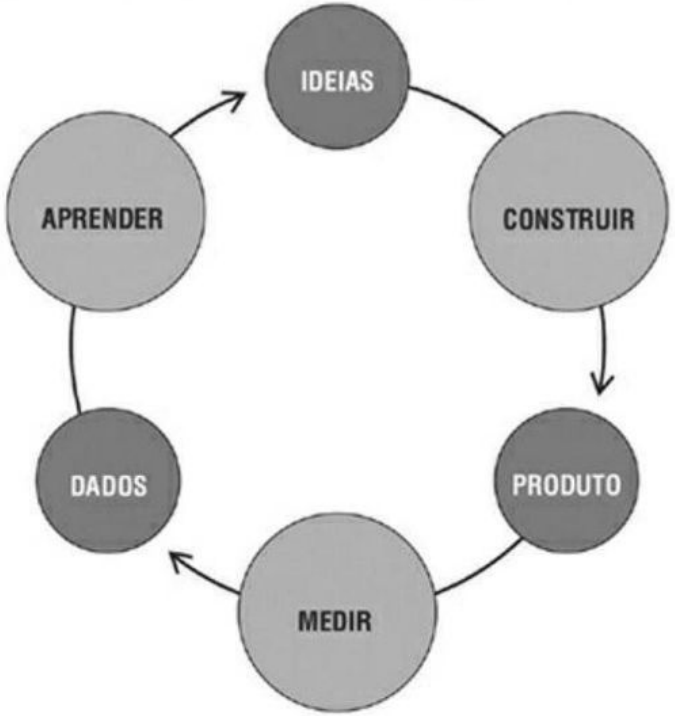
"Mindset de desenvolvimento de negócio, fundamentado no processo de aprendizagem construir-medir-aprender para validação do processo de venda"




Minimum + Viable:
Good products for startups to build
Minimum
Viable
Crappy Products nobody wants to use
Products built by companies better-financed than you

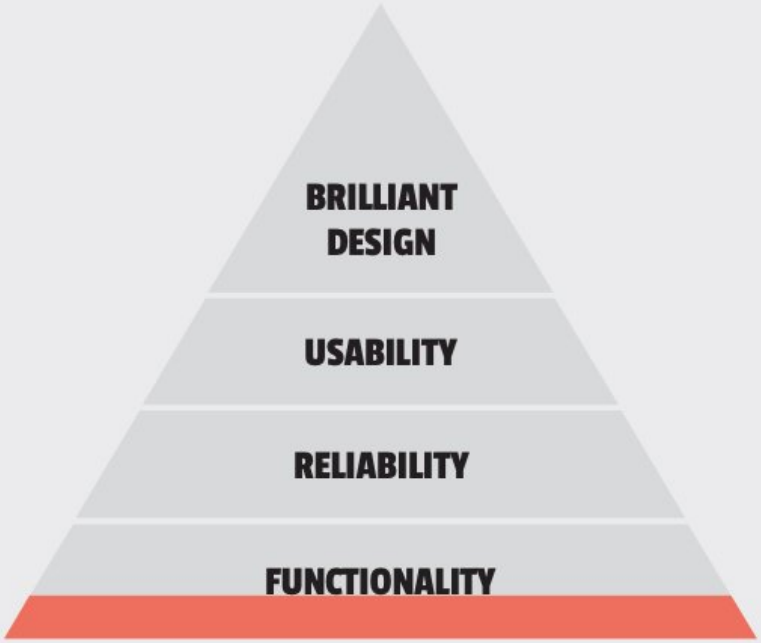

You think market needs this
Market needs this
You can afford this
Your Minimum Viable Product (MVP)

CICLO DE FEEDBACK CONSTRUIR-MEDIR-APRENDER

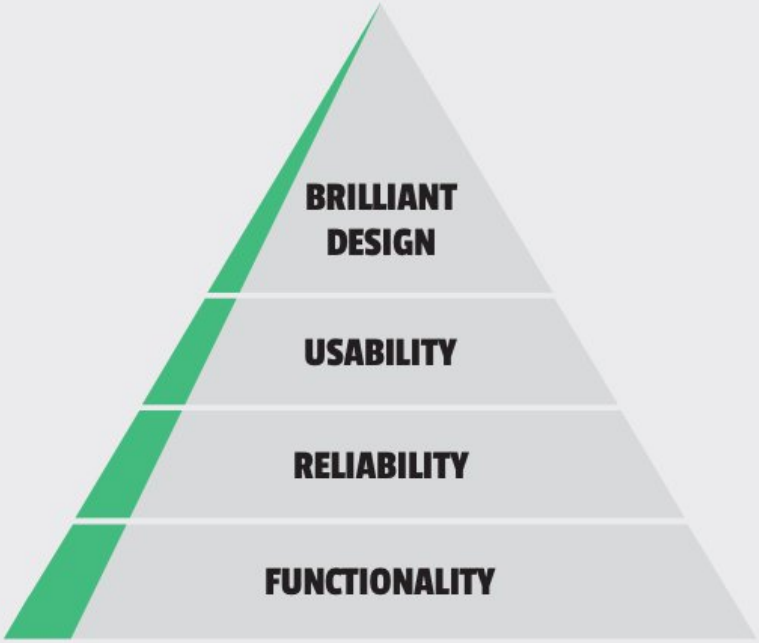


Minimizar o tempo TOTAL através do ciclo

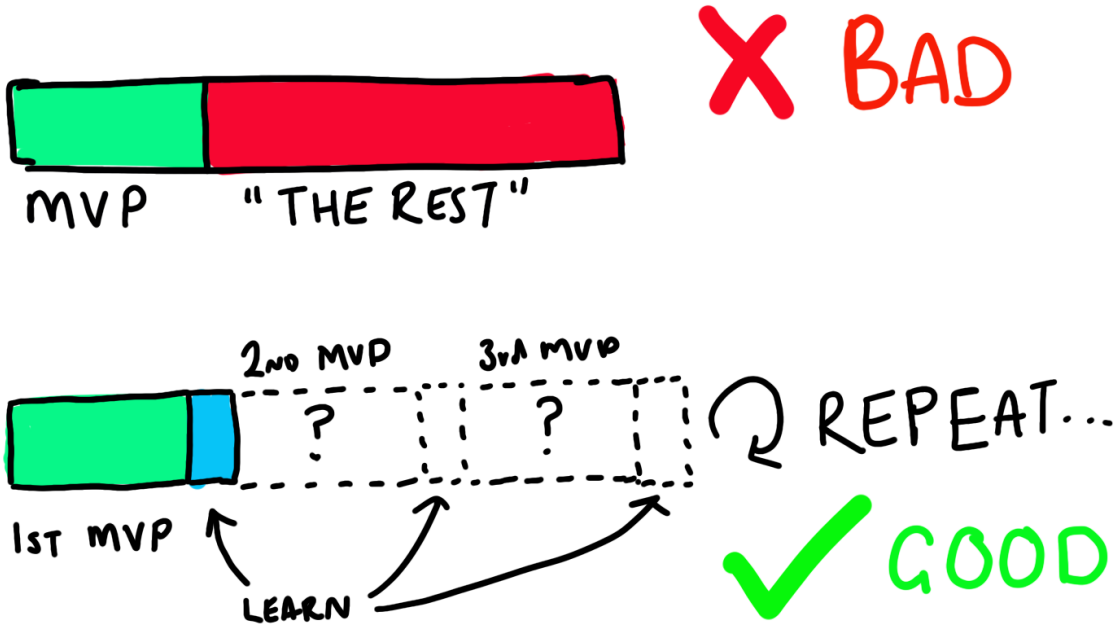
MINIMUM VIABLE PRODUCT



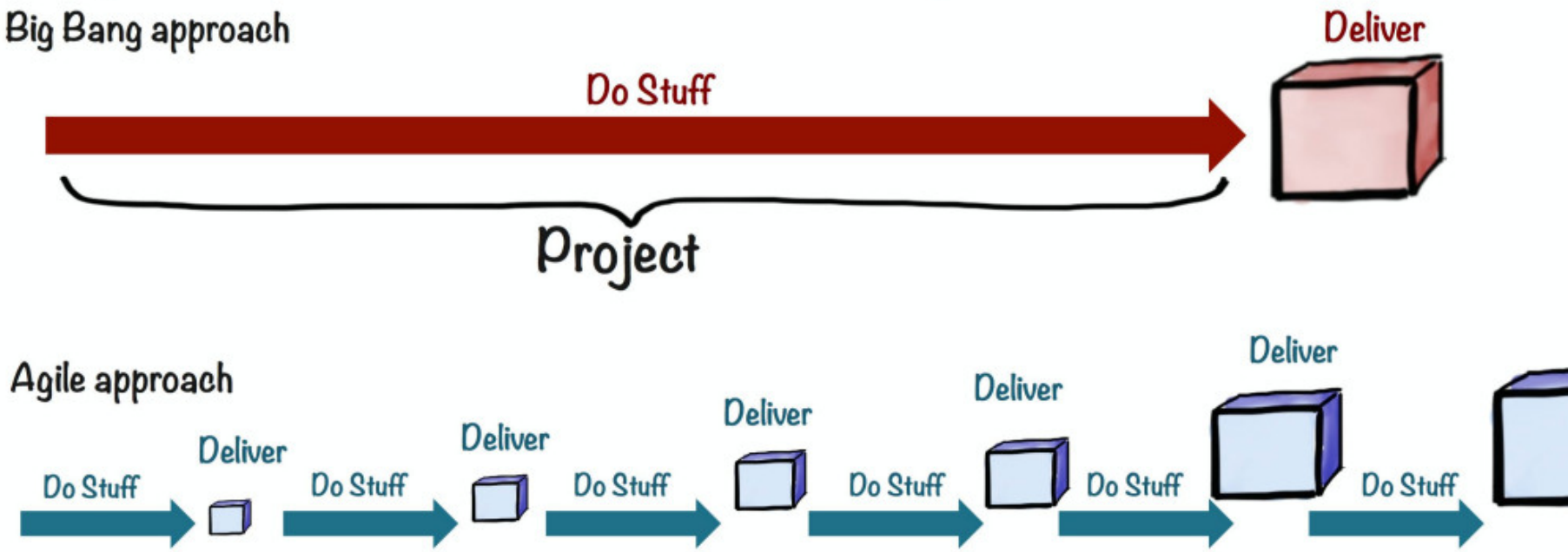
✕ WRONG WAY TO DO MVP



✓ RIGHT WAY TO DO MVP



gary.mcad.am


Big Bang approach
Do Stuff
Deliver
Project
Agile approach
Do Stuff
Deliver
Do Stuff
Deliver
Do Stuff
Deliver
Do Stuff
Deliver
Do Stuff
Deliver
Do Stuff

ADVANTAGES OF MVP

Proves or disproves the viability of your idea with minimum risk

MVP costs tenfold less than full app

Time to develop an MVP much shorter

Demonstrate the viability of idea to investors sooner

Mínimo conjunto de funcionalidades

Diferenciadores

Funcionalidades essenciais

Tipos de MVP

Versão menor do produto

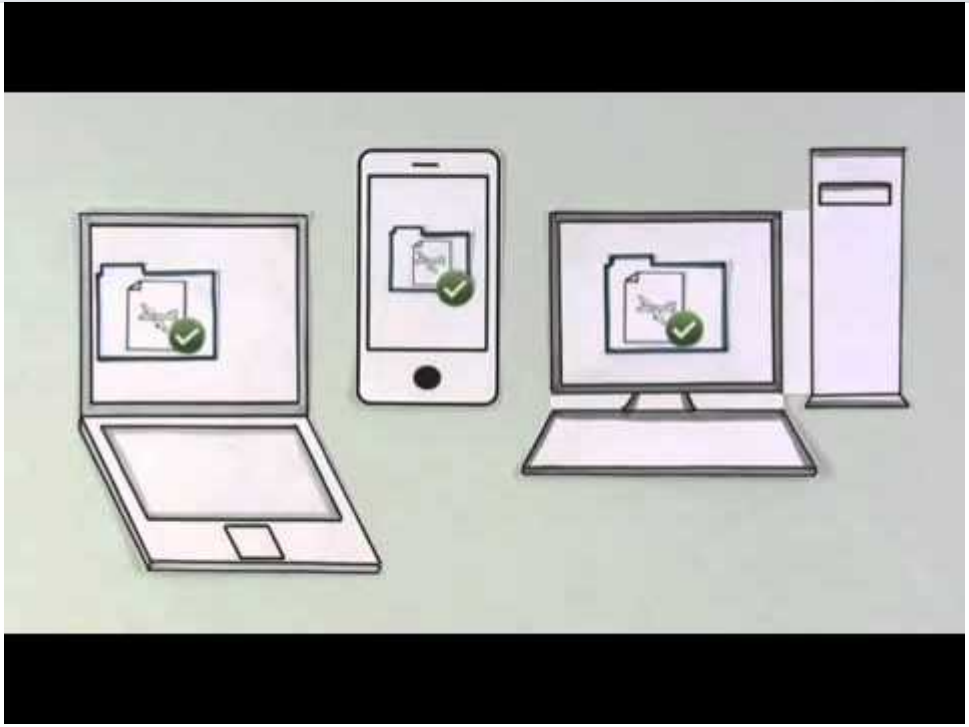
Landing page / Vídeo

MVP

Mecanismos de feedback

Público-alvo

Dropbox



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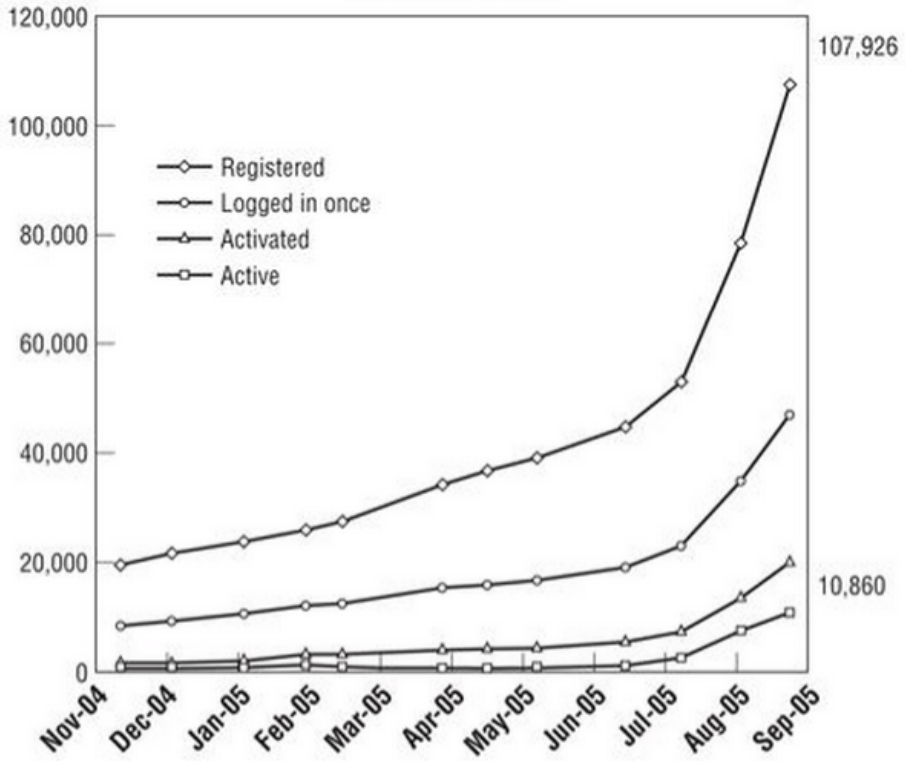
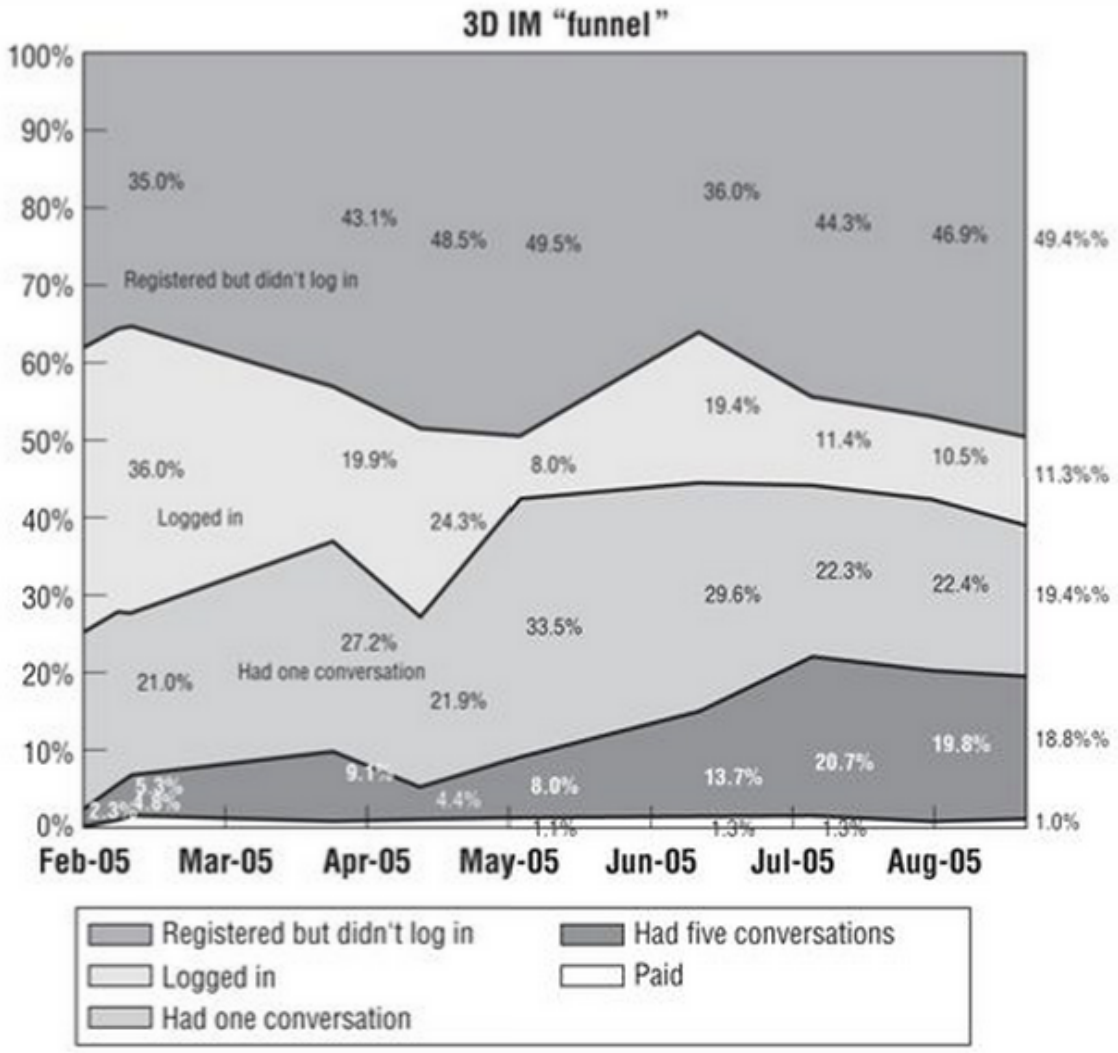
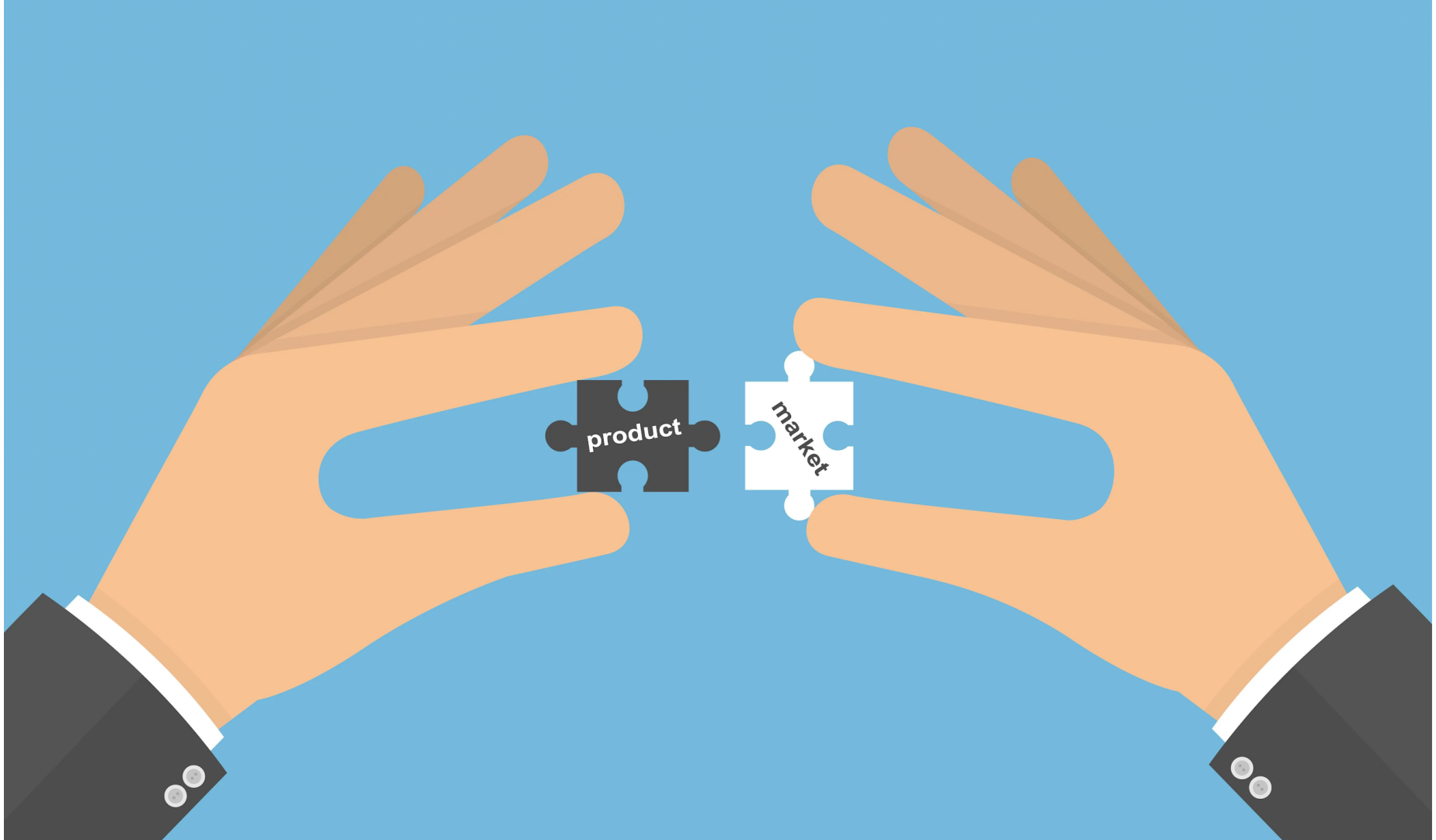
Métricas de vaidade

Te faz sentir bem, mas não muda a forma como você age

Métricas de vaidade
vs.
Métricas acionáveis




3D IM "funnel"
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
35.0%
43.1%
48.5%
49.5%
36.0%
44.3%
46.9%
49.4%%
Registered but didn't log in
19.4%
11.4%
10.5%
11.3%%
36.0%
19.9%
8.0%
Logged in
24.3%
22.3%
22.4%
19.4%%
29.6%
33.5%
27.2%
Had one conversation
21.0%
21.9%
19.8%
18.8%%
20.7%
13.7%
9.1%
8.0%
5.3%
4.4%
2.3%
1.1%
1.3%
1.3%
1.0%
Feb-05
Mar-05
Apr-05
May-05
Jun-05
Jul-05
Aug-05
Registered but didn't log in
Logged in
Had one conversation
Had five conversations
Paid


product
market

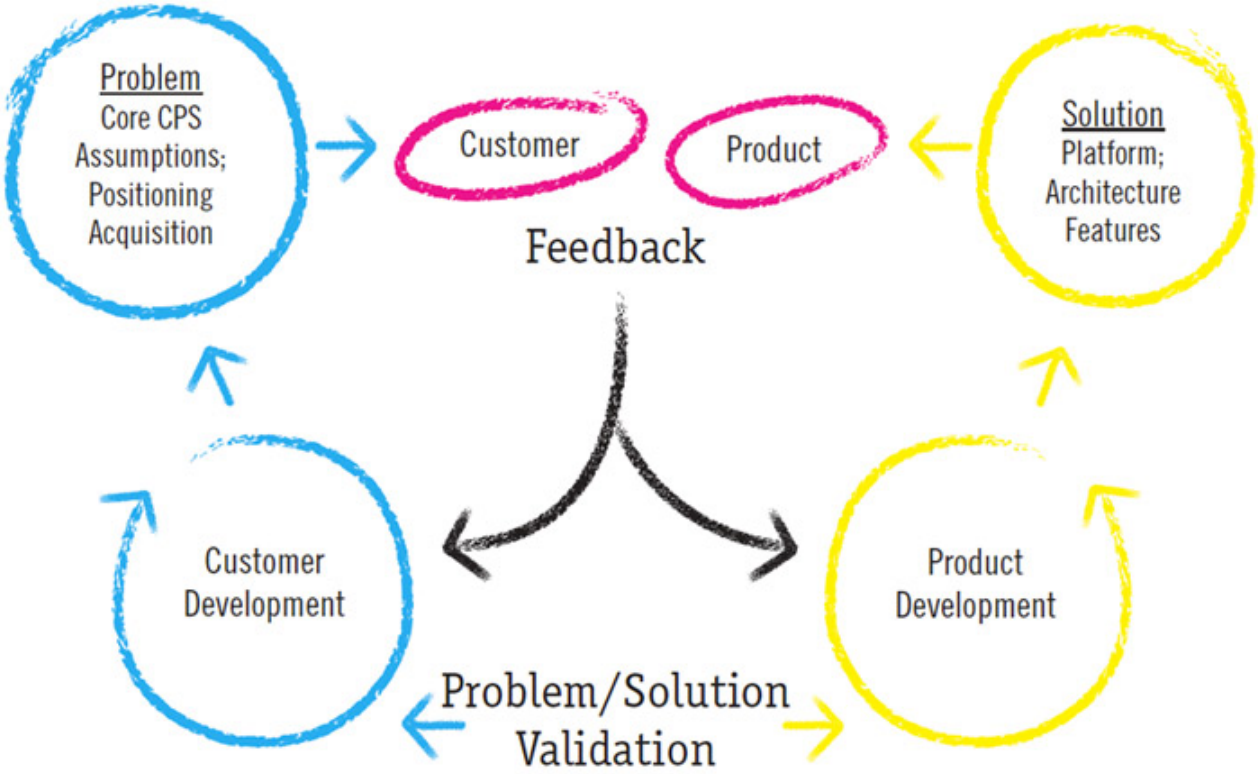


Figure 4: Lean Startup: Customer and Product Development Interrelatedness

© 2010 The Entrepreneur's Guide to Customer Development - www.CustDev.com

BUSINESS MODEL GENERATION
Alexander Osterwalder

+

CUSTOMER DEVELOPMENT
Steve Blank

+

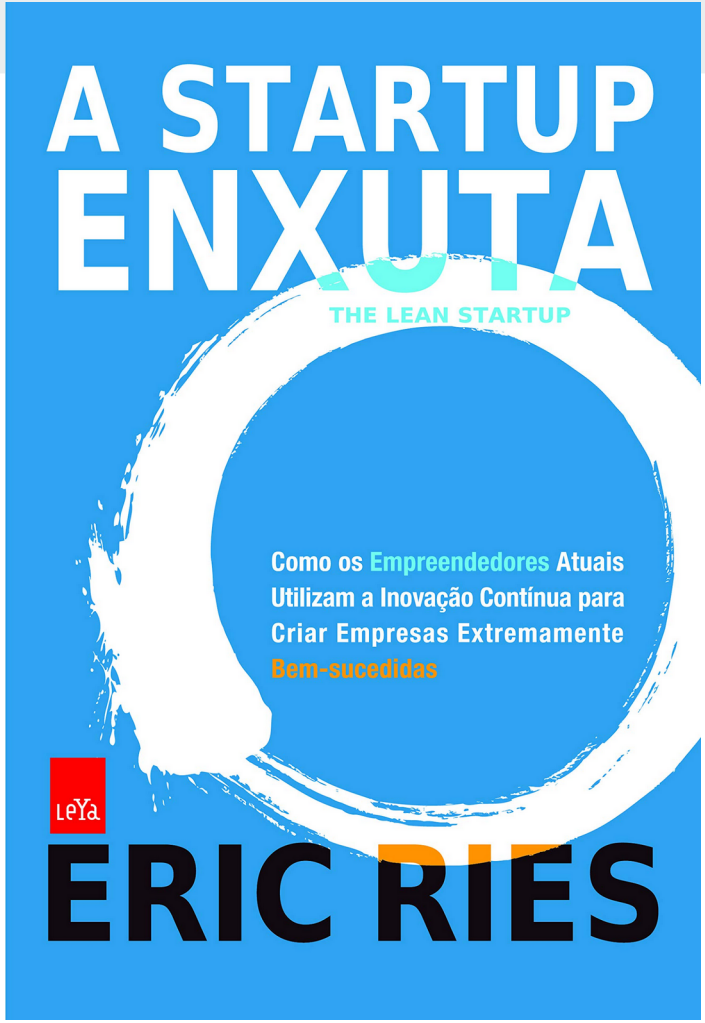
AGILE ENGINEERING, MVP & INNOVATION ACCOUNTING
Eric Ries

=

THE LEAN STARTUP

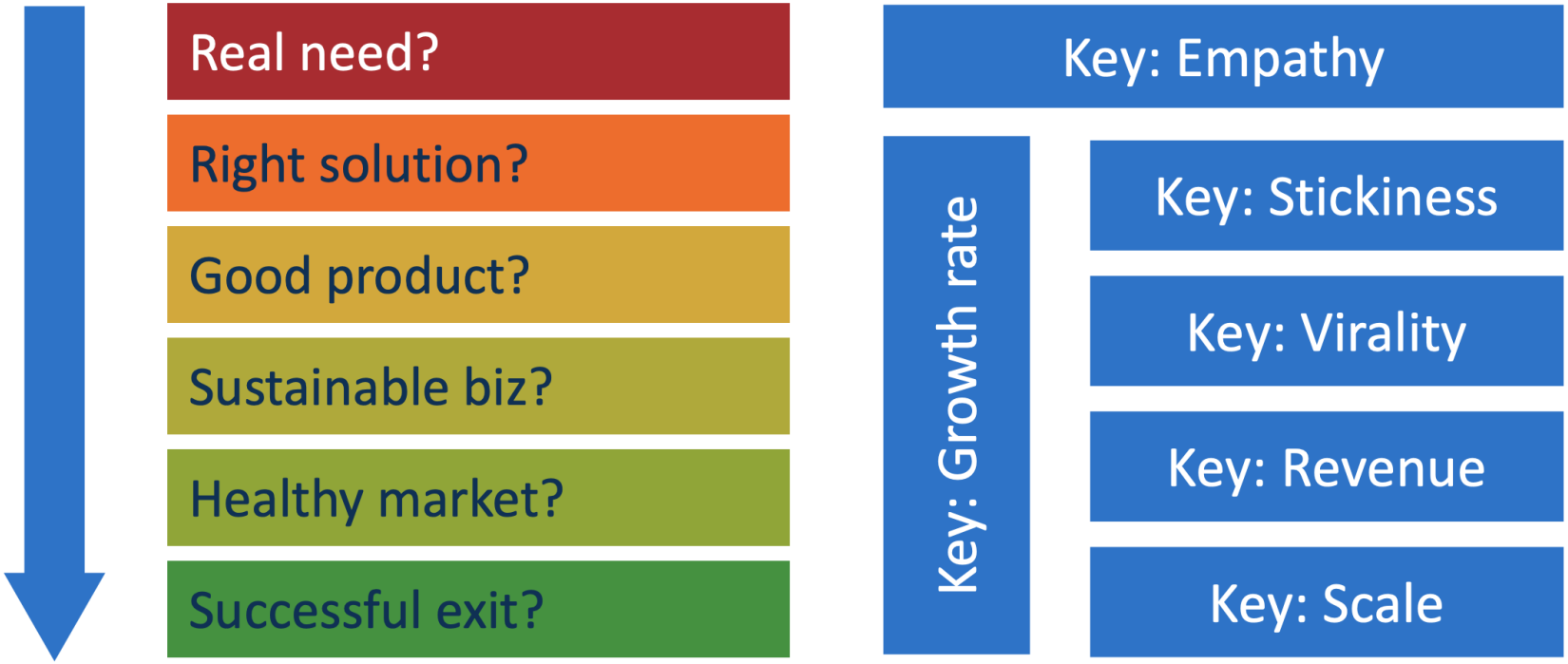
Referência

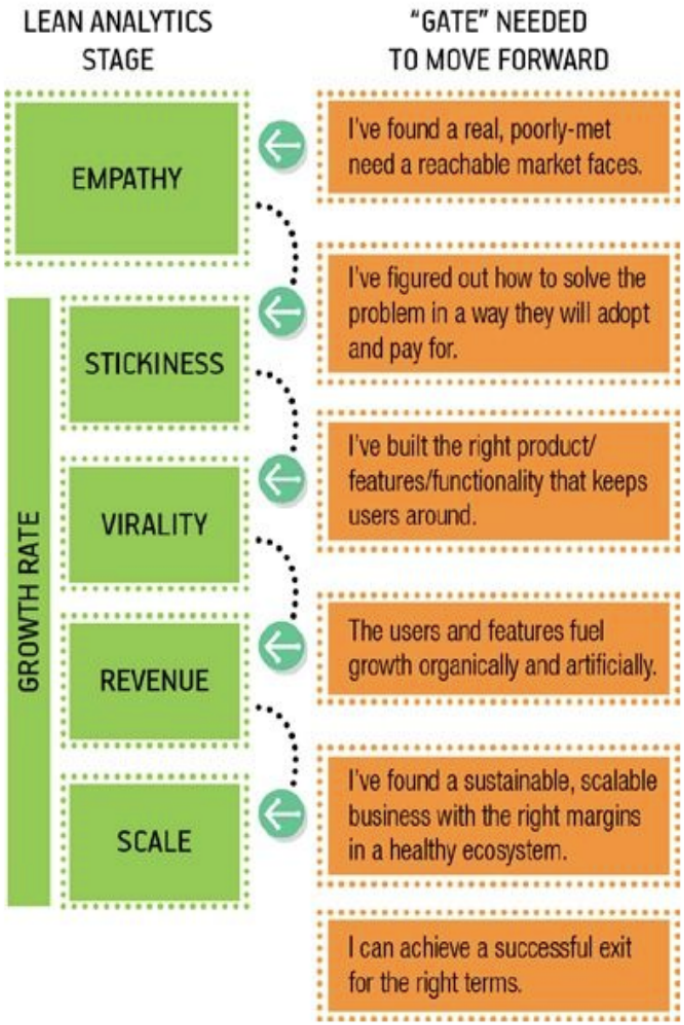
Leitura altamente recomendada:
PARTE I e PARTE II



Bônus: Métricas

Is Your Business Scalable?




LEAN ANALYTICS STAGE
"GATE" NEEDED TO MOVE FORWARD
EMPATHY
I've found a real, poorly-met need a reachable market faces.
STICKINESS
I've figured out how to solve the problem in a way they will adopt and pay for.
VIRALITY
I've built the right product/ features/functionality that keeps users around.
REVENUE
The users and features fuel growth organically and artificially.
SCALE
I've found a sustainable, scalable business with the right margins in a healthy ecosystem.
I can achieve a successful exit for the right terms.
GROWTH RATE

Startup Search Metrics

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
GET: Partner Acquisition Costs	Hypotheses Tested	MVP Cost	GET: Customer Acquisition Cost	Market Type
GET: Conversion Rate	Hypotheses Validated	Hypotheses Tested	GET: Conversion Rate by Segment	Market Size
GET: Sales Cycle	Hypotheses Invalidated	Hypotheses Validated	GET: Sales cycle by Segment	Competitive Analysis
KEEP: Churn Rate		Hypotheses Invalidated	KEEP: Life Time Value	Hypotheses Validated
GROW: Partner Referral Rate			KEEP: Churn Rate	Hypotheses Invalidated
Hypotheses Tested			GROW: Referral Rate	Hypotheses being tested
Hypotheses Validated				Customer Interviews
Hypotheses Invalidated	**KEY RESOURCES**		**CHANNELS**	
	Cash at Hand		Channel Promotion	
	Additional Investment		Channel Margins	
	Runway in months			

COST STRUCTURE	REVENUE MODEL
Burn Rate per month	ASP By Segment
Fixed Costs	Number of Customers/year
Variable Costs	Achievable Annual Revenue
	Unit Revenue Economics