

MVP Description

1. Problem to Solve

- What it is: The fundamental pain point or need in the market that your product addresses.
- In General: This is the "why" behind the product. It must be a real, significant problem for a specific group of people. A well-defined problem is crucial for building a solution people actually want.
- Capmatria's Parameter: "SMEs struggle with access to affordable loans and efficient supply chain management."

2. Customers

- What it is: The specific group of people or businesses who experience the problem and are likely to pay for a solution.
- In General: Defining a narrow target audience (e.g., "SMEs in Maharashtra") is more effective than trying to build for everyone. It allows for focused development and marketing.
- Capmatria's Parameter: "Small and medium enterprises in Maharashtra seeking credit and supply chain optimization."

3. Hypothesis

- What it is: A testable statement that predicts how your solution will solve the customers' problem.
- In General: This is your core belief about the value you will create. It follows an "If... then..." structure and is what the MVP is designed to test.
- Capmatria's Parameter: "If SMEs get faster loans + transparent supply chain tools, they will improve efficiency and growth."

4. We Are Right If... (Success Metrics)

- What it is: The key metrics or signals that will prove your hypothesis is correct. These are your Key Performance Indicators (KPIs).
- In General: These must be measurable, actionable, and directly tied to your hypothesis. They move from vanity metrics (e.g., "number of sign-ups") to validation metrics (e.g., "loan requests submitted").
- Capmatria's Parameters: "SMEs adopt our platform, request loans, and report improved cash flow and operations."

5. Business Elements

- What it is: The core value propositions and features that form the business offering.
- In General: These are the tangible benefits a customer gets. They describe what the product does from a user's perspective, not how it's built.
- Capmatria's Parameters: "Digital loan facilitation, supply chain tracking, low-interest rates, easy repayment plans, trusted SME network."

6. Human Elements

- What it is: The desired user experience, emotions, and feelings the product should evoke.
- In General: This focuses on the user's journey and emotional response. A product can have the right features but fail if the experience is frustrating or untrustworthy.
- Capmatria's Parameters: "Seamless app experience, quick approvals, real-time updates, trust through transparency."

7. Technology Elements

- What it is: The key technologies and architectural components required to build the product and enable the business and human elements.
- In General: This is the "how." It outlines the technical stack and complex systems needed to deliver the promised features and experience.
- Capmatria's Parameters: "Mobile + web app, AI credit scoring, digital KYC, secure payment gateway, blockchain for supply chain traceability."