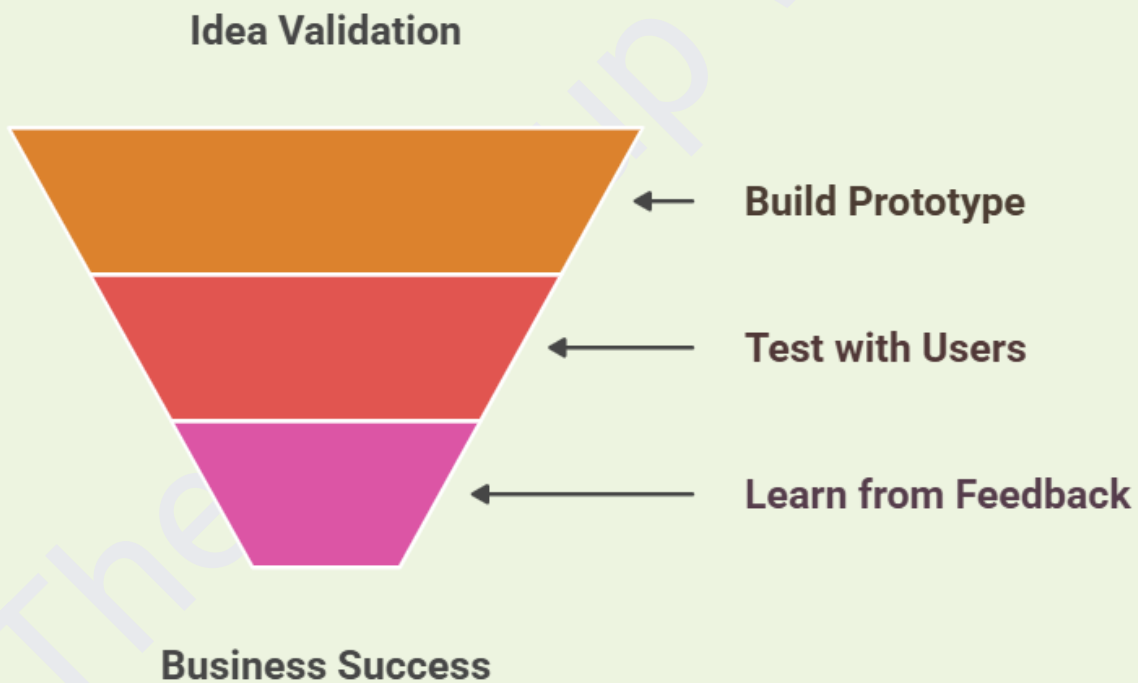




The startup wallah

Minimum Viable Product (MVP)

— (Created by a Business Leader)



“Entrepreneurship isn’t about starting a business; it’s about starting a revolution”—within yourself and the world.

Minimum Viable Product (MVP)

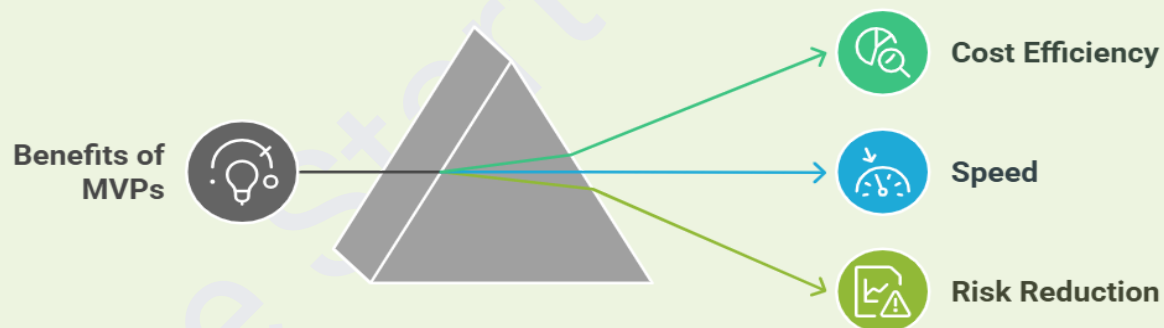
What is an MVP?

An MVP is the simplest version of a product that can be released to early customers. Its purpose is to test key assumptions about your idea with minimal resources. The goal is to collect the maximum amount of validated learning while spending as little time and money as possible.

Key Insight:

Instead of building a fully featured product, an MVP allows you to focus on the core value proposition and to learn directly from real user feedback.

Why Validate Early?



Common MVP Examples

- A landing page describing your service (as Dropbox did in its early days).
- A prototype or mock-up to gauge interest.
- A concierge MVP, such as manually delivering a service before automating it.

By launching an MVP, you create a feedback loop that informs you if your idea meets a real need—saving time, money, and effort.

The Build–Test–Learn Framework

The Build–Test–Learn loop is at the heart of iterative product development. It encourages you to turn ideas into tangible products, test them in the real world, and learn from the outcomes. Let's break down each step:

Build: Turning Ideas into Action

- **Start with a Hypothesis:** Define what you believe your product will solve.
- **Develop a Minimal Version:** Focus on core features that directly address the problem.

Example: Create a simple prototype or even a basic landing page that describes your idea.

Test: Engaging Real Users

- **Deploy to Early Adopters:** Release your MVP to a small group of potential users.
- **Collect Feedback:** Use surveys, analytics, and direct communication to understand user behavior.
- **Measure Key Metrics:** Look for actionable data like user engagement, conversion rates, or customer satisfaction.

Learn: Iterating Based on Data

- **Analyze Results:** Determine if your initial hypothesis holds true.
- **Decide to Pivot or Persevere:** If the data supports your assumptions, build further. If not, pivot by tweaking your approach or targeting a different problem.
- **Document Insights:** Sharing your findings with your team helps refine your product and strategy.

The faster you cycle through Build–Test–Learn, the quicker you can adapt and improve your product.

How Swiggy Started with a Simple WhatsApp Group

Swiggy, today one of India's leading food delivery platforms, began its journey in a humble yet ingenious way.

The Early Days

The Idea:

The founders observed a common problem—getting food delivered reliably was a significant challenge for many. They realized that despite the growing demand, existing delivery mechanisms were often inefficient and inconsistent.

The Experiment:

Rather than diving straight into building a full-scale app, the team chose to start small. They created a WhatsApp group to test the concept, effectively using this simple platform as their initial MVP.

The WhatsApp MVP

Community Testing:

The founders invited a small group of local users into a WhatsApp chat. This allowed them to see firsthand how potential customers would engage with a food ordering system without the need for heavy technical infrastructure.

Real-Time Feedback:

Users placed orders directly through the group, and the founders manually coordinated the deliveries. This hands-on approach enabled them to gather immediate, practical feedback on the ordering process and delivery challenges.

Iterative Learning:

Feedback from the group was invaluable. It helped the team refine their process, identify key operational challenges, and understand what users truly expected from a food delivery service. These early insights laid the foundation for the streamlined, reliable system that Swiggy would eventually become.

By starting with a WhatsApp group, Swiggy validated its core idea with minimal resources. This simple yet effective MVP approach not only proved the demand for reliable food delivery but also informed the development of a scalable technology platform that would revolutionize the food tech industry.

Lesson from Swiggy:

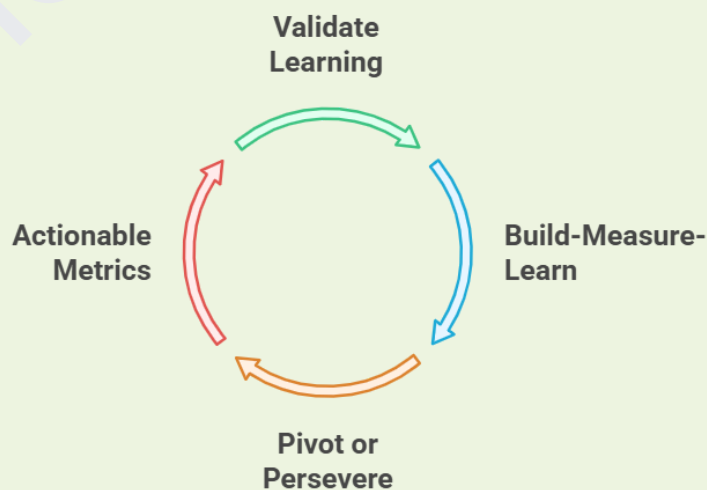
A simple MVP, even as basic as a messaging group, can provide critical insights and validate a business idea without heavy initial investments.

The Lean Startup Methodology

The Lean Startup methodology, popularized by Eric Ries, provides a systematic approach to entrepreneurship that emphasizes rapid experimentation and validated learning.

Core Principles

- **Validated Learning:** Every product iteration is an opportunity to test assumptions and learn from real customer feedback.
- **Build–Measure–Learn Loop:** The iterative cycle ensures that every stage of development is informed by measurable data.
- **Pivot or Persevere:** Use feedback to determine whether to make small adjustments or completely change your strategy.
- **Actionable Metrics:** Focus on metrics that truly drive decision-making, rather than vanity metrics that might look good on paper but lack strategic value.



How Lean Startup Differs from Traditional Approaches

- **Customer Focus:** Instead of relying solely on detailed business plans and assumptions, the Lean Startup method advocates getting out of the building to talk with real customers.
- **Agility:** It encourages rapid iteration rather than long, drawn-out product development cycles.
- **Risk Management:** By testing hypotheses early, startups can avoid significant losses if an idea doesn't resonate with the market.

Implementing Lean Startup in Your Business

- **Start Small:** Launch your MVP as early as possible.
- **Collect Data:** Use A/B testing, surveys, and analytics to gather actionable insights.
- **Iterate Quickly:** Rapidly adapt your product based on feedback to achieve product–market fit.
- **Scale Wisely:** Only invest heavily once you've validated that your product solves a genuine customer problem.

Remember:

“Lean Startup is not about cutting corners—it's about maximizing learning while minimizing waste”.

Conclusion: Iteration, Learning, and Growth

Validating your idea through an MVP, using the Build–Test–Learn framework, and embracing the Lean Startup methodology can transform a simple concept into a successful venture. Whether you're launching a new app, a service, or even a community experiment like the WhatsApp group that launched Swiggy, the key is to start small, listen to your customers, and iterate quickly. The journey from idea to product is never linear, but with a focus on validated learning, you can navigate uncertainty and build something that truly resonates with the market.

Ask Yourself

Before you take your next step, pause and reflect on these questions:

- Have I clearly identified the core problem my product is trying to solve?
- What assumptions am I making about my customers' needs, and how can I test them with minimal resources?
- Am I prepared to pivot if the feedback contradicts my initial hypothesis?
- What actionable metrics will guide my decision-making as I iterate on my product?
- How quickly can I cycle through the Build–Test–Learn loop to adapt to market changes?
- In what ways can early user feedback help shape not just my product, but my overall strategy?

“Every experiment, no matter how small, is a step forward. Embrace each test as an opportunity to learn, refine, and ultimately discover the path to success”