

Startup School 2019

MVP (Minimum Viable Product)



Some understanding of the problem is very helpful when building an MVP so please talk to your users before writing code.



Goal of a pre-launch startup:

- Launch quickly (MVP)
- Get initial customers
- Talk to customers and get feedback
- Iterate (improve the product)



Lean MVP (in most cases)

- Very fast to build (weeks not months)
- Very limited functionality
- Appeal to a small set of users
- Base to iterate from



Example 1: Airbnb



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Host

Make money by sharing your space and local knowledge. [List a room.](#)

Travel

San Francisco, CA

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- No payments
- No map view
- Part-time CTO

Y

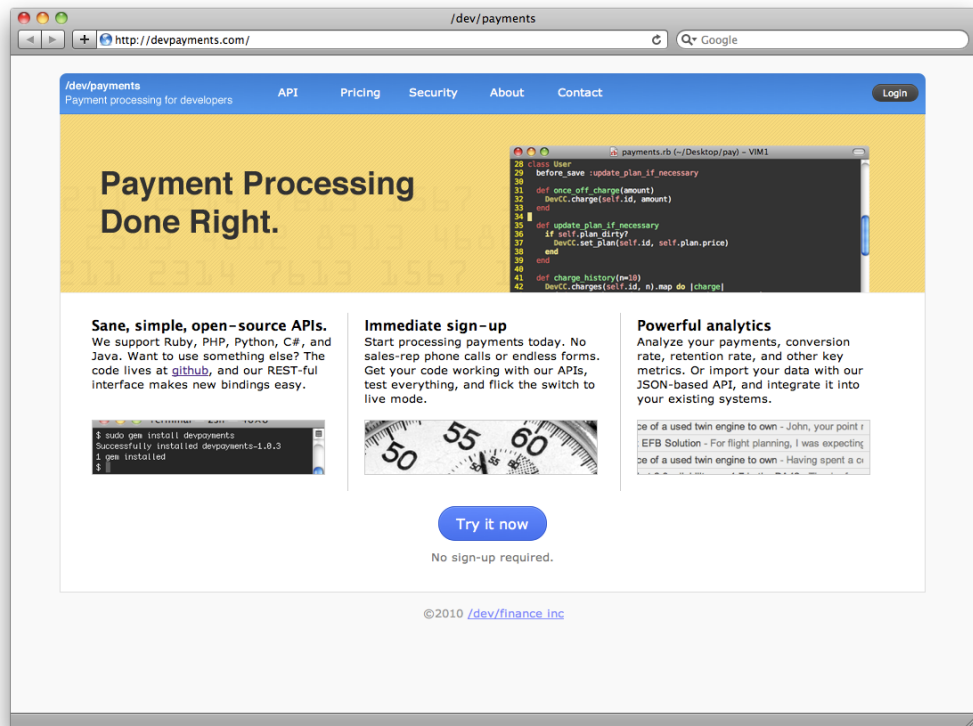
Example 2: Twitch (Justin.tv)



- 1 channel
- Low res video
- No video games



Example 3: Stripe (/dev/payments)



- No bank deals
- Few features
- Founders would integrate it for you



Heavy MVP (in very few cases)

- Significant regulation (insurance, banking)
- Hardtech
- Biotech
- Moonshot



Launch simply means to start getting customers.



Learning from customers is easier with an MVP than without.



Hacks for building an MVP quickly

- Time box your spec
- Write your spec
- Cut your spec
- Don't fall in love with your MVP!



Thank you :)

