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

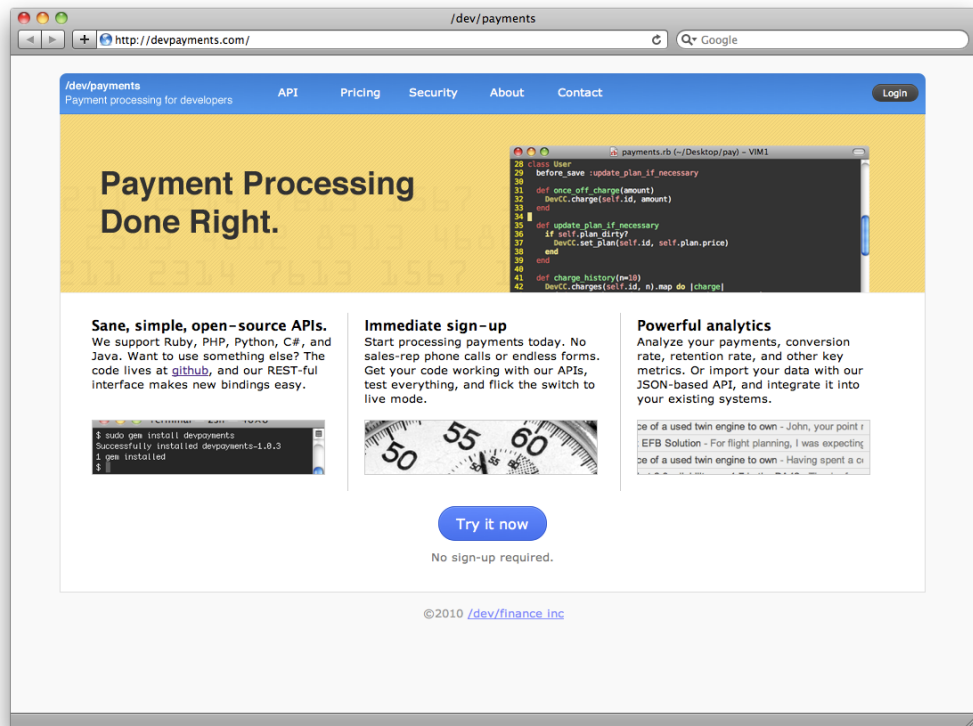- No payments
- No map view
- Part-time CTO

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 :)