

Minimum Viable Relationships (MVR) Toolkit

Master Edition 2025

Relational Readiness Framework for African Ventures

Editorial Note

The MVR Toolkit transforms relationships into measurable infrastructure. It offers startups, DFIs, and policymakers a practical blueprint for assessing trust, permission, and embeddedness before scaling. This Master Edition consolidates ten operational packs—field, data, governance, policy, and learning—into a single, cohesive relational-readiness system.

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1. MVR Readiness Gate — One-Pager

****Purpose:**** A4 sign-off that MVR precedes MVP. ****Sections:**** Definition, Pass Check, Scope of MVP Pilot, Approvals. ****Pass Criteria (tick all):**** 1. MVR-I ≥ 75 2. REP compiled & audit-ready 3. Guardian map established with ≥ 3 active endorsers 4. Dispute/redress path live & communicated 5. Localization checklist green across language, rituals, payment flows

2. MVR-I Scorecard

Composite score (0–100) proving relational viability. Use the accompanying Excel/CSV calculator. Indicators include Guardian endorsements, Reciprocity evidence, Social sanction risk, Localization fit, Dispute & redress, Vernacular channels, Evidence pack quality, Pilot site readiness, Trust→Retention link, Ethics & data handling.

3. Relational Evidence Pack (REP) Checklist

Make trust claims auditable. ****Folders:**** guardian_endorsements, reciprocity, consent, disputes, localization, pilots, ethics_data. Each file includes: filename, date, locality, verifier, consent note, link.

4. Guardian Map Canvas

Visualize community guardians and gatekeepers. ****Fields:**** Node, Influence, Stance, Tie strength, Endorsement status, Reciprocity channel, Engagement plan.

5. Social Sanction Risk Matrix

Assess sanction likelihood and impact. ****Grid:**** Likelihood \times Impact \rightarrow Risk. Examples: Pricing optics, Language offense, Refund friction, Ignoring hierarchies. Include early warnings, mitigation, guardian counter-messaging, repair path.

6. Friction vs Familiarity Journey Mapper

Map trust-friction instead of UX alone. ****Stages:**** See \rightarrow Consider \rightarrow Try \rightarrow Pay \rightarrow Resolve \rightarrow Return. Each stage lists familiarity cues, friction points, required MVR assets, and metrics.

7. Community Consent & Relational Permission Form

Plain-language, revocable permission. ****Fields:**** Parties, Purpose, Duration, Data handling, Complaints, Reciprocity, Signatures.

8. Local Validator Interview Guide

Verify embeddedness through locals. Sample prompts: “Who would vouch for this service here?”, “Where do complaints go first?”, “What words feel wrong?”, “What’s a dignified repair?”.

9. MVR→MVP Handoff Checklist

Gate for piloting only when MVR is real. **Items:** MVR-I ≥ 75 , ≥ 3 guardian endorsements, REP complete, redress operational, localized flows live, pilot cohorts locked, retention Δ targets set.

10. Investor Update — MVR Edition

Monthly template reporting MVR-I change, new endorsements, retention deltas, incidents & repairs, and upcoming experiments.

11. Pilot Site Selection Scorecard

Criteria (score 1–5): Guardian access, Language fit, Payment norms, Dispute clarity, Cohesion, Sentiment, Feasibility. Proceed if avg \geq threshold.

12. Relational Incident Post-Mortem

Blameless analysis template: date, locality, violated norm, affected parties, repair method, guardian advice, corrective actions, proof of repair, learning logged.

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

MVR Core 12 Templates — Fillable Toolkit

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

MVR Readiness Gate

Project Name: _____

Evaluator: _____

Date: _____

MVR-I Score: _____

Guardian Endorsements: _____

REP Completed (Y/N): _____

Localization Status: _____

Approval Signatures: _____

MVR-I Scorecard Summary

Average Score: _____

Weak Indicators: _____

Strong Indicators: _____

Recommended Actions: _____

Relational Evidence Pack Checklist

Folder Prepared (Y/N): _____

Verifier: _____

Evidence Gaps: _____

Upload Link: _____

Guardian Map Canvas

Guardian Name: _____

Role/Influence: _____

Tie Strength: _____

Endorsement Status: _____

Reciprocity Channel: _____

MVR Core 12 Templates — Fillable Toolkit (cont.)

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Social Sanction Risk Matrix

Risk Type: _____

Likelihood (1-5): _____

Impact (1-5): _____

Mitigation Plan: _____

Friction vs Familiarity Mapper

Stage: _____

Familiarity Cue: _____

Friction Point: _____

Required MVR Asset: _____

Metric: _____

Community Consent Form

Guardian/Community: _____

Purpose: _____

Duration: _____

Data Handling Terms: _____

Signatures: _____

Validator Interview

Local Validator Name: _____

Location: _____

Insight Summary: _____

Verification Date: _____

MVR→MVP Handoff Checklist

MVR-I Score: _____

Guardian Count: _____

REP Status: _____

Redress Operational (Y/N): _____

Localization Verified (Y/N): _____

Pilot Sites Ready (Y/N): _____

MVR Core 12 Templates — Fillable Toolkit (cont.)

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Investor Update (MVR Edition)

Month: _____

MVR-I Change: _____

New Endorsements: _____

Incidents & Repairs: _____

Upcoming Relationship Experiments: _____

Pilot Site Scorecard

Site: _____

Language Fit (1-5): _____

Payment Norms (1-5): _____

Community Cohesion (1-5): _____

Feasibility Notes: _____

Relational Incident Post-Mortem

Date: _____

Locality: _____

Incident Summary: _____

Violated Norm: _____

Repair Action: _____

Guardian Consulted: _____

Outcome: _____

Lessons Learned: _____

MVR Operator Pack — Fillable Templates

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

WhatsApp / SMS Outreach Script Bank

Campaign Name: _____

Local Language: _____

Message Variant: _____

Consent Captured (Y/N): _____

Follow-up Date: _____

Feedback Summary: _____

Referral & Reciprocity Ledger

Referrer: _____

Referee: _____

Reciprocity Type: _____

Value Exchanged: _____

Date: _____

Verified By: _____

Dispute Pathway Card

Issue Type: _____

Complaint Received By: _____

Resolution Path: _____

Time Taken (hrs): _____

Guardian Involved (Y/N): _____

Outcome Summary: _____

Localization Checklist

Copy Language: _____

Tone Match (Y/N): _____

Visual Alignment: _____

Payment Flow Adapted (Y/N): _____

Community Feedback Summary: _____

MVR Operator Pack — Fillable Templates (cont.)

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Field Agent SOP + Code of Conduct

Agent Name:	<hr/>
Region:	<hr/>
Role:	<hr/>
Training Date:	<hr/>
SOP Acknowledged (Y/N):	<hr/>
Incident Notes:	<hr/>

Relational Experiment Register

Experiment Title:	<hr/>
Hypothesis:	<hr/>
Guardian Partner:	<hr/>
Duration:	<hr/>
Metric Observed:	<hr/>
Result Summary:	<hr/>

MVR Data & Measurement Pack — Fillable Templates

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

MVR-I Calculator Summary

Project Name:	<div></div>
Evaluator:	<div></div>
Date:	<div></div>
Average Weighted Score:	<div></div>
Threshold Result (Go/Hold/No-Go):	<div></div>
Remarks:	<div></div>

Relational Baseline Data Spec

Locality:	<div></div>
Guardian Count:	<div></div>
Endorsements Logged:	<div></div>
Disputes Recorded:	<div></div>
Reciprocity Events:	<div></div>
Consent Records:	<div></div>

Board Dashboard Snapshot

Reporting Period:	<div></div>
Guardian Coverage (%):	<div></div>
Retention Δ vs MVP-only:	<div></div>
Sanction Near-Misses:	<div></div>
Endorsement Density:	<div></div>
Next Action:	<div></div>

Early-Warning Signals Log

Signal Type:	<div></div>
Detection Date:	<div></div>
Trigger Metric:	<div></div>
Guardian Feedback:	<div></div>
Response Taken:	<div></div>
Resolution Date:	<div></div>

MVR Data & Measurement Pack — Fillable Templates (cont.)

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Trust → Retention Attribution Model

Cohort Name:	<div></div>
Endorsement Count:	<div></div>
Average Retention (%):	<div></div>
Churn Rate (%):	<div></div>
Correlation Coefficient (r):	<div></div>
Insights Summary:	<div></div>

Relational Metrics Data Entry

Indicator:	<div></div>
Value:	<div></div>
Data Source:	<div></div>
Verified By:	<div></div>
Date Collected:	<div></div>
Comments:	<div></div>

MVR Legal & Governance Pack — Fillable Templates

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Guardian MOU (Plain-Language Agreement)

Guardian Name: _____

Community/Organization: _____

Term of Agreement: _____

Scope of Role: _____

Honorarium (if any): _____

Conflict-of-Interest Disclosure: _____

Termination Clause: _____

Signatures & Date: _____

Community Data & Consent Policy

Entity Name: _____

Data Collected: _____

Purpose: _____

Retention Period: _____

Deletion Protocol: _____

Community Review Procedure: _____

Contact for Grievances: _____

Procurement / RFP Clause: MVR Requirement

Tender Title: _____

MVR Compliance Threshold (MVR-I \geq): _____

Proof of REP Attached (Y/N): _____

Guardian Coverage (%): _____

Verification Contact: _____

Date: _____

Regulatory Sandbox Addendum (MVR)

Applicant Name: _____

Sector: _____

Sandbox Authority: _____

Relational Audit Summary: _____

Consent Mechanisms: _____

Community Redress Path: _____

Supporting Evidence Links: _____

MVR Legal & Governance Pack — Fillable Templates (cont.)

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Investor Due Diligence Addendum: MVR Questions

Fund / Investor Name:	<hr/>
Startup Name:	<hr/>
Guardian Map Quality Rating (1-5):	<hr/>
Social Sanction History:	<hr/>
REP Completeness (%):	<hr/>
Score Stability Over Time:	<hr/>
Remarks / Decision:	<hr/>

Ethics & Community Review ToR

Committee Name:	<hr/>
Composition:	<hr/>
Quorum Requirement:	<hr/>
Meeting Frequency:	<hr/>
Decision Rights:	<hr/>
Escalation Path:	<hr/>
Documentation Notes:	<hr/>

MVR Comms & Trust Pack — Fillable Templates

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Community Endorsement Press Note

Project Name: _____

Guardian/Community Name: _____

Quote for Publication: _____

Endorsement Date: _____

Media Channels Used: _____

Approval Status: _____

Proof Link (if online): _____

Trust FAQ (Public Version)

Question: _____

Answer (plain language): _____

Verification Source: _____

Guardian Reviewed (Y/N): _____

Date Updated: _____

Responsible Team Member: _____

Rumor & Misinformation Playbook

Rumor Summary: _____

Date Detected: _____

Platform (e.g. WhatsApp/Facebook): _____

Guardian Response Message: _____

Escalation Level (Low/High): _____

Follow-up Outcome: _____

On-store / On-app Trust Badge Log

Badge ID: _____

Placement (Store/App): _____

Verified By Guardian (Y/N): _____

Proof of Endorsement: _____

Live Date: _____

Expiry / Review Date: _____

Notes: _____

MVR Comms & Trust Pack — Fillable Templates (cont.)

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Media / Press Interaction Log

Outlet Name: _____

Journalist Contact: _____

Topic: _____

Quote Given: _____

Fact-check Status: _____

Date of Publication: _____

Media Link: _____

Public Grievance & Redress Log

Complaint ID: _____

Source Channel: _____

Complaint Summary: _____

Action Taken: _____

Guardian Oversight (Y/N): _____

Resolution Time: _____

Satisfaction Feedback: _____

MVR Fintech & E-Commerce Extensions — Fillable Templates

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Cash-Flow Reality Form (Informal Economy)

Vendor Name:	<hr/>
Business Type:	<hr/>
Average Daily Float (UGX):	<hr/>
Credit Cycle (Days):	<hr/>
Peer Guarantee Group:	<hr/>
Payment Modality (Cash/Mobile Money):	<hr/>
Notes:	<hr/>

USSD / Mobile-Money Friction Audit

Service Name:	<hr/>
Step No.:	<hr/>
User Action:	<hr/>
Observed Friction:	<hr/>
Root Cause:	<hr/>
Impact Level (Low/High):	<hr/>
Suggested Fix:	<hr/>

Dispute & Reversal SOP (Community-Vouched)

Transaction ID:	<hr/>
Customer Name:	<hr/>
Amount (UGX):	<hr/>
Complaint Received By:	<hr/>
Guardian Vouched (Y/N):	<hr/>
Resolution Path:	<hr/>
Outcome:	<hr/>
Time to Resolution (hrs):	<hr/>

MVR Fintech & E-Commerce Extensions — Fillable Templates (cont.)

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Marketplace Seller Onboarding Checklist (MVR-first)

Seller Name: _____

Product Category: _____

Guardian Verification (Y/N): _____

Language Support Added: _____

Reputation Seeding Complete: _____

Dispute Channel Provided (Y/N): _____

Approval Date: _____

Payment Partner Vetting Template

Partner Name: _____

Platform: _____

Licensing Status: _____

MVR-I Threshold Achieved (≥ 75): _____

Community Endorsements Count: _____

Dispute Response SLA: _____

Contract Signed (Y/N): _____

E-Commerce Localization Log

Country: _____

Language(s) Supported: _____

Local Payment Methods Added: _____

Guardian Nodes Consulted: _____

Cultural Adaptations: _____

Launch Date: _____

Performance Metric: _____

MVR Policy & DFI Pack — Fillable Templates

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Relational Audit Workbook (for Regulators & DFIs)

Project Name:	_____
Auditing Institution:	_____
Country:	_____
Sector:	_____
Relational Baseline Summary:	_____
Guardian Engagement Level:	_____
Community Consent Framework Used:	_____
Audit Findings:	_____
Recommendations:	_____

City / Regional Guardian Directory

Region / City:	_____
Guardian Name:	_____
Affiliation / Sector:	_____
Contact Info:	_____
Conflict of Interest (Y/N):	_____
Verification Date:	_____
Notes:	_____

MVR-Linked Grant Reporting Template

Grant Name:	_____
Implementing Partner:	_____
MVR-I Baseline:	_____
MVR-I After Implementation:	_____
Endorsements Added:	_____
Sanction Events Recorded:	_____
Relational Repair Actions:	_____
Impact Summary:	_____
Next Review Date:	_____

MVR Policy & DFI Pack — Fillable Templates (cont.)

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Policy Integration Sheet

Policy Title:	<hr/>
Implementing Body:	<hr/>
Relational Objective:	<hr/>
Target Communities:	<hr/>
Baseline Endorsements:	<hr/>
Monitoring Indicators:	<hr/>
Challenges Noted:	<hr/>
Revision Plan:	<hr/>

Relational Governance Index Template

Indicator:	<hr/>
Weight:	<hr/>
Score (0–5):	<hr/>
Evidence Reference:	<hr/>
Reviewer:	<hr/>
Remarks:	<hr/>
Composite Score:	<hr/>

Guardian Accreditation Form

Guardian Name:	<hr/>
Organization / Role:	<hr/>
Years of Service:	<hr/>
Community Endorsement Letters Attached (Y/N):	<hr/>
Conflict Check Done (Y/N):	<hr/>
Approved By:	<hr/>
Accreditation Valid Until:	<hr/>

MVR Risk & Crisis Pack — Fillable Templates

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Sanction Event Triage Sheet

Event ID:	
Date:	
Locality:	
Type of Breach:	
Detected By:	
Impact Assessment (Low/Med/High):	
Immediate Action Taken:	
Guardian Contacted (Y/N):	
Next Steps:	

Cultural Breach Root-Cause Analysis (RCA)

Incident Summary:	
Norm Violated:	
Cultural Context:	
Stakeholders Affected:	
Underlying Cause:	
Corrective Action:	
Follow-Up Verification:	
Responsible Party:	

Community Repair Agreement

Incident ID:	
Parties Involved:	
Guardian Witness:	
Repair Terms Agreed:	
Community Compensation (if any):	
Timeline for Completion:	
Signatures & Date:	

MVR Risk & Crisis Pack — Fillable Templates (cont.)

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Crisis Communication Log

Crisis Title:	
Start Date:	
Primary Contact:	
Message Approved By:	
Channels Used:	
Guardian Statements Logged (Y/N):	
Public Response Summary:	

Post-Crisis Review Report

Crisis ID:	
Duration:	
Key Learnings:	
Policy Adjustments:	
Process Improvements:	
Guardian Feedback Collected (Y/N):	
Next Review Date:	

Reputation Recovery Tracker

Issue:	
Public Sentiment Baseline:	
Action Plan:	
Guardian Advocacy Actions:	
Media Coverage Summary:	
Current Sentiment:	
Recovery % Achieved:	

MVR Learning & Case Study Pack — Fillable Templates

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Case Study Template (Success or Failure)

Startup / Project Name:	_____
Country:	_____
Sector:	_____
Stage (Pre-MVR / Post-MVR):	_____
MVR-I Trajectory (Baseline → Peak):	_____
Guardian Engagement Model:	_____
Key Success / Failure Drivers:	_____
Lessons & Transferability:	_____
References / Links:	_____

Comparative MVP-only vs MVR→MVP Worksheet

Cohort Name:	_____
Market:	_____
Cost per Pilot (UGX/USD):	_____
Time to Adoption (Weeks):	_____
Retention %:	_____
Guardian Count:	_____
MVR-I Before / After:	_____
Insights Summary:	_____

Training Deck Record

Training Title:	_____
Audience Type:	_____
No. of Participants:	_____
Trainer:	_____
Key Topics Covered:	_____
Feedback Summary:	_____
Next Steps / Follow-up Plan:	_____

MVR Learning & Case Study Pack — Fillable Templates (cont.)

Source: African Market OS | The African Startups Playbook by Farouk Mark Mukiibi

Learning Log (Internal Reflection)

Date:	_____
Team Member:	_____
Learning Event:	_____
Core Insight:	_____
How It Affects Practice:	_____
Action to Apply:	_____

Peer Learning Exchange Record

Partner Organization:	_____
Exchange Theme:	_____
Date:	_____
Knowledge Shared:	_____
Mutual Takeaways:	_____
Next Collaboration Step:	_____

Post-Implementation Evaluation Summary

Project Name:	_____
Evaluation Date:	_____
Evaluator Name:	_____
MVR Metrics Reviewed:	_____
Findings Summary:	_____
Policy / Process Adjustments:	_____
Replication Potential:	_____