

I'M DANIEL DEMMEL (@DAAAIN)

I work at
WITMO

*We design and build
digital products*





**THIS IS MY
STANDING
DESK MVP**

@daaain

I'm a seasoned workplace hacker
previously made it acceptable to sit on pilates balls

**BUT WHAT IS
A GOOD MVP?**

“the minimum viable product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort.”

Eric Ries

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the key thing is not functionality but learning

PHYSICAL - A KLUDGE

**SERVICE - WIZARD OF OZ /
CONCIERGE**

TECH - A NOVEL HACK

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even if you do deliver functionality, start simple and dirty
find the cheapest way to learn both about the customers and about your solution

M - MINIMUM

- What can you take away from it?
- What risky assumptions you are going to be able to prove?
- How quickly can you ship it?

FUTURE USERS

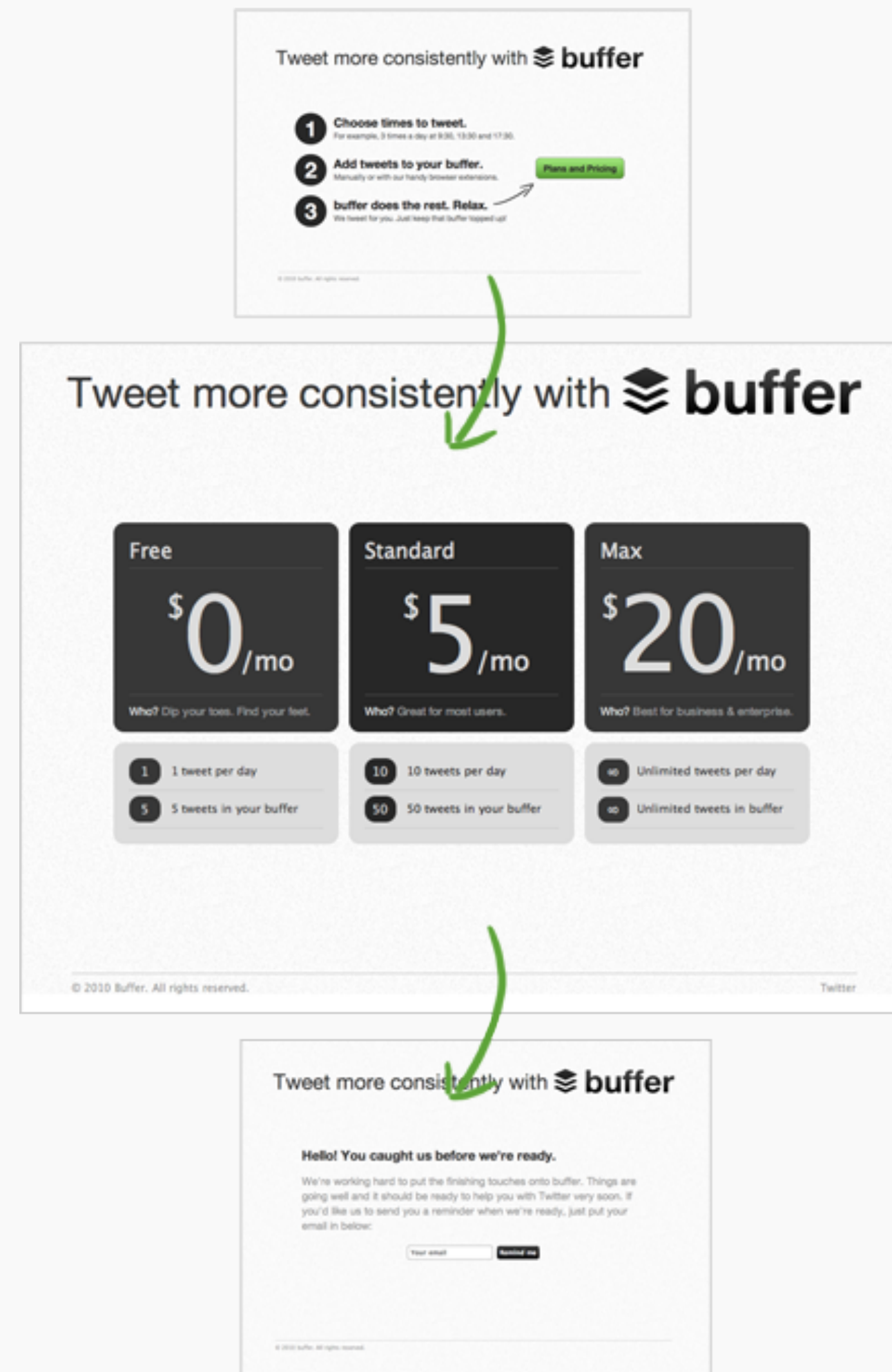


<http://welovelean.wordpress.com/2012/07/31/jumblwr-week-2-the-fun-or-failure-starts-here/>

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the simplest MVP is just a page with a pitch and a box to collect emails
this can already give you a list of future users eager for you to get in touch

FUTURE CUSTOMERS



<http://bufferapp.tumblr.com/post/3328167762/idea-to-paying-customers-in-7-weeks-how-we-did-it>

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see who would pay
start by contacting these people
severity of pain

V - VIABLE

- What core solution does your MVP deliver?
- What criteria determine success or failure?
- What will you learn from the performance of the MVP?



Dropbox

Dropbox synchronizes files across your computers and your team's computers. It's better than email, uploading, or a Windows file share. It just works.

It's seamlessly integrated into Windows, but there's also a web interface. It also stores past versions of documents, handles huge

files gracefully, and works both through browsers and offline.

**Simple landing page: capture
interest/email address**

Update 3/20/07: We haven't launched yet, but we are adding people into the beta. We'd be happy to keep you posted about the beta program and launch (your email won't be used for anything else.)

E-mail address:

5000 EMAILS

<http://techcrunch.com/2011/10/19/dropbox-minimal-viable-product/>

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is there traction?
does your marketing work?
ready to invest in the next step?



75000 EMAILS

<http://techcrunch.com/2011/10/19/dropbox-minimal-viable-product/>

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the next step can be as simple as a video telling your product story
is there a jump in interest?

Funded! This project successfully raised its funding goal on May 18, 2012.



68,929

backers

\$10,266,845

pledged of \$100,000 goal

0

seconds to go

VALIDATION



Pebble Technology

Palo Alto, CA

[Contact me](#)

First created · 27 backed

Eric Migicovsky 720 friends

Website: getpebble.com

<https://blog.getpebble.com/2012/05/18/pebble-campaign-success/>

Like 100,877 people like this.

Tweet

Embed

<http://kck.st/HumIV5>

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if your video is good enough it can make money and break Kickstarter's design
Pebble needed an ecosystem to make smartwatches viable and funds to make production on a scale possible

P - PRODUCT

- Is your value proposition clear and understandable to your audience?
- What trigger will prompt you to take the next step and what is it?
- Will the knowledge gained be enough to iterate or refine?

- Why not a stool on a desk?
- What is the right height?
- Do I even like standing?
- Why do my arms hurt?
- Will I get bored of it?
- Will the idea get stolen?
- Can I get a better desk?



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at the cost of zero pounds and 5 minutes of cleaning the stool legs I can answer many questions

TL;DL

- Form key hypotheses – optimise for learning, not functionality
- Express your main value proposition
- Get it out – if you're not ashamed of it you wasted time
- Measure every user interaction
- Know where your audience hangs out
- Look for customers ready to pay
- Fake it, kludge it, hack it together



#HACKHUMANITY

THANKS!

<https://speakerdeck.com/dain/building-your-mvp>