

MVP: MINIMUM VIABLE PRODUCT

MVP is not just a couple of function starter pack; it is a process **to build a product** and **go to market** as soon as possible, after validating your idea and collecting feedback. **Iterate the product according to the feedback** and **repeat the cycle** until the founding team agrees that the product is ready for a full-fledged launch.

While launching MVP, make sure:

1. **It solves the problem you are trying to solve**, though it could have less functionality. Most times, teams build a product that is different from the solution, and it fails.

2. **To find the most desperate customer first**, i.e. even if your products are not amazing, they are still willing to use it because they will promote it when you have finished the product.

