How do big companies think about MVPs?

Covered in this lecture:

What large companies care
about when it comes to MVPs

Taught by:

► Large organizations have the resources to weather failed products

► The financial risk is lower for them, but they care a lot about whether their brand is affected

► On the other hand, startups can use all their resources for making an MVP, which increases the risk if the product fails

● **As a product manager in a big company, you will be expected to build an MVP that is a very basic version of your product, without spending unnecessary resources**

● One feature MVP = creating a product with just one feature (the most important) and get feedback for that

See you next lecture!