

# In depth: Concierge service MVPs



LECTURE  
SUMMARY

## Covered in this lecture:

Pros and cons of using  
concierge service MVPs

*Taught by:*



### ► Pros:

- It's cheap to run
- You don't actually build out anything in this MVP
- It's a hybrid between customer development and MVP testing
- You get to talk to your customers and see what their needs are

### ► Cons:

- It can be time absorbing and you will have to do all the work yourself
- You are going to spend a lot of time on each person

### ● Tips:

1. Think about the value of your time
2. If you don't have enough time for this, you need to pick another type of MVP

*See you next lecture!*