

# Minimum criteria for success for startups



LECTURE  
SUMMARY

## Covered in this lecture:

What startups look at when it comes to setting their MCS

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*Taught by:*



- ▶ Startups look more at validation metrics, which demonstrate real interest from potential customers
- Examples: number of shares, percentage of people that sign up
- ▶ For startups, the economic viability of the project as a whole is a big concern, because the risk is always higher for new products
- ▶ MVP experiments will usually be shaped as coming soon pages, or as products presented as already real

*See you next lecture!*