

# How do product managers think about MVPs?



LECTURE  
SUMMARY

## Covered in this lecture:

How to approach MVPs as a  
product manager

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*Taught by:*



- ▶ As a PM, you will usually work in larger organizations that have a higher tolerance for risk than startups
- ▶ If your MVP experiment fails, the company will probably have enough resources to survive
- ▶ In larger organizations, product managers are not as concerned with resources, as they are with how a failure may affect the company's brand
- ▶ On the other hand, failed products might benefit the company in other ways

*See you next lecture!*