🚀 MVP PLANNING TEMPLATE

Your Complete Guide to Building a Focused, Viable Product

📖 WELCOME & HOW TO USE THIS TEMPLATE

Welcome, founder! You're about to embark on one of the most critical phases of your entrepreneurial journey—defining your Minimum Viable Product (MVP).

What is an MVP? An MVP is the simplest version of your product that solves a real problem for real users and allows you to learn the maximum amount with minimum effort.

How to Use This Template:

1. **Block out 2-3 hours** of uninterrupted time to work through this thoughtfully
2. **Be brutally honest** with yourself—this document is for YOU, not investors or customers
3. **Write in complete thoughts**, not just keywords—clarity here = clarity in execution
4. **Return and revise** as you learn more—this is a living document, not a one-time exercise
5. **Share with advisors or cofounders** for feedback and alignment

The Golden Rule: If you can remove a feature and still solve the core problem, it doesn't belong in your MVP.

Let's begin.

📋 SECTION 1: PROBLEM STATEMENT

The foundation of every great product is a real, urgent problem worth solving.

What is the core problem you are solving?

Describe the problem in 2-3 sentences. Be specific. Vague problems lead to vague solutions.

My Problem Statement:

```
None
[Write your answer here]
```

Who experiences this problem?

Be specific about WHO has this problem. "Everyone" is not an answer. "Small business owners who struggle with cash flow management" is.

Who Has This Problem:

```
None
[Write your answer here]
```

Why is solving this problem urgent or valuable RIGHT NOW?

What makes this problem painful enough that people will change their behavior or pay for a solution? What's the cost of NOT solving it?

The Urgency:

```
None
[Write your answer here]
```

What are people doing to solve this problem today?

List current alternatives, workarounds, or competitors. Understanding the status quo helps you position your unique value.

Current Solutions:

- []
- []
- []
- []

👥 SECTION 2: TARGET USERS

You can't build for everyone. Get crystal clear on who you're building for FIRST.

Who is your ideal user or customer persona?

Create 1-3 specific user personas. Give them names, demographics, and details.

Persona #1:

```
None
Name/Title: _____

Demographics:
- Age Range: _____
- Location: _____
- Industry/Role: _____

Background Story:
[Describe their professional/personal context]
```

Persona #2 (if applicable):

```
None
Name/Title: _____

Demographics:
- Age Range: _____
- Location: _____
- Industry/Role: _____

Background Story:
[Describe their professional/personal context]
```

What are their primary goals related to your solution?

Their Goals: 1. 2. 3. 4.

What are their biggest challenges or pain points?

Their Challenges: 1. 2. 3. 4.

What are their current behaviors and habits?

How do they work? What tools do they use? When do they experience the problem?

Behavioral Insights:

```
None
[Write your observations here]
```

Where do they hang out (online and offline)?

This helps you know where to find early adopters and how to reach them.

Their Channels:

- [ ]
- [ ]
- [ ]
- [ ]

⚡ SECTION 3: CORE FEATURES VS. NICE-TO-HAVES

This is where most founders get stuck. Remember: your MVP should be embarrassingly simple.

The MoSCoW Method Framework:

- **Must Have:** Without this, the product doesn't solve the core problem
- **Should Have:** Important but not critical for first version
- **Could Have:** Would be nice but can definitely wait
- **Won't Have (for now):** Explicitly out of scope for MVP

✅ MUST-HAVE MVP FEATURES

These are non-negotiable. Without these, your product doesn't work.

Feature	Why It's Essential	User Story
1.	*Explain why this MUST be in v1*	"As a [user], I need [feature] so that [outcome]"
2.		
3.		
4.		
5.		

Total Must-Have Features: _____ *If this number is above 7, you're probably building too much. Challenge yourself.*

📌 SHOULD-HAVE FEATURES (Version 1.5)

Important features that enhance the experience but aren't critical for launch.

Feature	Why It's Important	When to Add It
1.		After launch + ___ weeks
2.		
3.		
4.		

💡 NICE-TO-HAVE FEATURES (Future Versions)

Features that would be cool but can definitely wait.

Feature	Potential Value	Dependencies
1.		
2.		
3.		
4.		
5.		

🚫 WON'T HAVE (For Now)

Explicitly list features you're tempted to build but are consciously excluding.

Out of Scope:

- [ ]
- [ ]
- [ ]
- [ ]

_Why we're excluding these: _____

🎯 SECTION 4: MVP HYPOTHESIS

Your MVP is an experiment. What are you testing?

Your MVP Hypothesis Statement

Use this proven framework to articulate your core assumption:

"We believe that [USER SEGMENT] will [TAKE THIS ACTION/ACHIEVE THIS OUTCOME] if we build [SOLUTION/PRODUCT], because [REASON WHY/INSIGHT ABOUT USERS]."

My MVP Hypothesis:

```
None
We believe that:


_____

will:


_____

if we build:


_____

because:


_____

```

What are the riskiest assumptions in this hypothesis?

List the assumptions that, if wrong, would kill your product.

Risky Assumptions:

1. **Assumption:** _____

   - **How we'll test it:** _____
   - **What would prove us wrong:** _____

2. **Assumption:** _____

   - **How we'll test it:** _____
   - **What would prove us wrong:** _____

3. **Assumption:** _____

   - **How we'll test it:** _____
   - **What would prove us wrong:** _____

📊 SECTION 5: SUCCESS METRICS

If you can't measure it, you can't improve it. Define what success looks like.

What does MVP success look like for you?

Choose 3-5 metrics that actually matter. Avoid vanity metrics.

PRIMARY SUCCESS METRICS

1. Acquisition Metrics *How will you measure user/customer acquisition?*

Metric	Target	By When	How to Track
Example: Sign-ups	100 users	30 days	Google Analytics

2. Engagement Metrics *How will you know people find value in your MVP?*

Metric	Target	By When	How to Track

Example: Daily Active Users   30% of signups   60 days   Mixpanel

3. Retention Metrics *Are users coming back? This is the most important metric.*

Metric	Target	By When	How to Track
Example: Week 2 Retention	40%	60 days	Cohort analysis

4. Revenue Metrics *(if applicable) Can you make money with this MVP?*

Metric	Target	By When	How to Track
Example: Paying customers	10 customers	90 days	Stripe dashboard

5. Qualitative Metrics *What do users SAY about your product?*

Metric	Target	By When	How to Track
Example: Net Promoter Score	50+	60 days	User surveys

What is your "North Star Metric"?

The ONE metric that best captures the core value you deliver to customers.

My North Star Metric:

```
None
[Example: "Number of projects completed using our tool per week"]
```

Why this metric matters most:

```
None
```

How will you collect feedback?

Feedback Collection Methods:

- [ ] In-app surveys
- [ ] User interviews (weekly/monthly)
- [ ] Email feedback requests
- [ ] Support ticket analysis
- [ ] Usage analytics
- [ ] Social media monitoring
- [ ] Community forums
- [ ] Other: _____

Schedule for User Interviews:

```
None
Week 1-2: _____ interviews
Week 3-4: _____ interviews
Month 2: _____ interviews
Month 3: _____ interviews
```

📅 SECTION 6: 30-60-90 DAY ROADMAP

Break your MVP journey into actionable phases with clear milestones.

🌱 PHASE 1: DAYS 1-30 (LEARNING & BUILDING)

Primary Focus: Validate assumptions, build core features, prepare for launch

Week 1: Foundation

- [ ] Task: _____
- [ ] Task: _____
- [ ] Task: _____
- [ ] Milestone: _____

Week 2: Core Development

- [ ] Task: _____
- [ ] Task: _____
- [ ] Task: _____
- [ ] Milestone: _____

Week 3: Feature Completion

- [ ] Task: _____
- [ ] Task: _____
- [ ] Task: _____
- [ ] Milestone: _____

Week 4: Testing & Refinement

- [ ] Task: _____
- [ ] Task: _____
- [ ] Task: _____
- [ ] Milestone: _____

End of Month 1 Goal:

```
None
By day 30, we will have:


```

🚀 PHASE 2: DAYS 31-60 (LAUNCH & ITERATE)

Primary Focus: Launch to early adopters, gather feedback, iterate quickly

Week 5: Soft Launch Prep

- [ ] Task: _____
- [ ] Task: _____
- [ ] Task: _____
- [ ] Milestone: _____

Week 6: Soft Launch

- [ ] Task: _____
- [ ] Task: _____
- [ ] Task: _____
- [ ] Milestone: _____

Week 7: Feedback & Iteration

- [ ] Task: _____
- [ ] Task: _____
- [ ] Task: _____
- [ ] Milestone: _____

Week 8: Refinement

- [ ] Task: _____
- [ ] Task: _____
- [ ] Task: _____
- [ ] Milestone: _____

End of Month 2 Goal:

```
None
By day 60, we will have:


```

📈 PHASE 3: DAYS 61-90 (GROW & MEASURE)

Primary Focus: Scale what works, measure metrics, plan next iteration

Week 9: Growth Experiments

- [ ] Task: _____
- [ ] Task: _____
- [ ] Task: _____
- [ ] Milestone: _____

Week 10: Scaling

- [ ] Task: _____
- [ ] Task: _____
- [ ] Task: _____
- [ ] Milestone: _____

Week 11: Measurement & Analysis

- [ ] Task: _____
- [ ] Task: _____
- [ ] Task: _____
- [ ] Milestone: _____

Week 12: Planning Next Phase

- [ ] Task: _____
- [ ] Task: _____
- [ ] Task: _____
- [ ] Milestone: _____

End of Month 3 Goal:

```
None
By day 90, we will have:


```

Critical Path Items

What are the 3-5 things that MUST happen for this timeline to work?

Critical Dependencies:

1. _____
2. _____
3. _____
4. _____
5. _____

📝 SECTION 7: FINAL SUMMARY & COMMITMENT

Your MVP in One Paragraph

Summarize your entire MVP plan in 3-4 sentences. This is your elevator pitch to yourself.

My MVP Summary:

```
None
[Write a clear, concise summary of what you're building, for
whom, and why]
```

Your Biggest Risks

What could derail this plan? Be honest.

Top 3 Risks:

1. **Risk:** _____

   ○ **Mitigation Plan:** _____
2. **Risk:** _____

   ○ **Mitigation Plan:** _____
3. **Risk:** _____

   ○ **Mitigation Plan:** _____

Your MVP Pledge

Make a commitment to yourself. What are you going to do in the next 7 days?

My Immediate Next Steps (Next 7 Days):

- [ ] 1. _____
- [ ] 2. _____
- [ ] 3. _____
- [ ] 4. _____
- [ ] 5. _____

I will complete these by: [DATE] _____

My accountability partner: _____ *(Share this plan with someone who will hold you accountable)*

What success looks like in 90 days:

Personal/Professional Success:

```
None
[Describe what your life/business looks like if this MVP
succeeds]
```

Product Success:

```
None
[Describe what your product has achieved]
```

User Success:

None

[Describe the impact you've had on your users]

🎁 BONUS SECTION 1: COMPETITIVE ANALYSIS SNAPSHOT

Who are your direct competitors?

Competitor	Their Strengths	Their Weaknesses	Your Advantage
1.			
2.			
3.			

Who are your indirect competitors?

What alternatives or workarounds do people use?

1. _____
2. _____
3. _____

What makes you different?

Your Unique Value Proposition:

🎁 BONUS SECTION 2: TOOLS & TECH STACK BRAINSTORM

What tools and technologies will you use?

Development:

- Frontend: _____
- Backend: _____
- Database: _____
- Hosting: _____

Design:

- Design Tool: _____
- Prototyping: _____
- Asset Management: _____

Analytics & Tracking:

- Analytics: _____
- User Behavior: _____
- Error Tracking: _____

Communication & Marketing:

- Email: _____
- CRM: _____
- Marketing: _____

Project Management:

- Task Management: _____
- Documentation: _____

- Version Control: _____

Budget for Tools:

- Monthly SaaS Budget: $_____
- One-time Costs: $_____
- Total 90-Day Tool Budget: $_____

🎁 BONUS SECTION 3: FEEDBACK COLLECTION PLAN

How will you systematically gather user feedback?

In-Product Feedback:

- [ ] Feedback button/widget: _____
- [ ] In-app surveys triggered by: _____
- [ ] Feature request system: _____

Direct User Contact:

- [ ] User interview schedule: _____
- [ ] Email feedback loops: _____
- [ ] Office hours/demo sessions: _____

Passive Feedback Collection:

- [ ] Analytics tracking: _____
- [ ] Session recordings: _____
- [ ] Heatmaps: _____

Community Feedback:

- [ ] Beta tester community: _____
- [ ] Social media monitoring: _____
- [ ] Review sites: _____

Your Feedback Review Cadence:

Daily:

- Check: _____

Weekly:

- Review: _____
- Action: _____

Monthly:

- Analyze: _____
- Decide: _____

🎁 BONUS SECTION 4: RESOURCE PLANNING

Current Resources Inventory

Team:

- Founders/Core Team: _____
- Advisors: _____
- Contractors/Freelancers: _____
- Total Available Hours/Week: _____

Budget:

- Development Budget: $_____
- Marketing Budget: $_____
- Tools/Infrastructure: $_____
- Buffer/Emergency: $_____
- **Total MVP Budget: $_____**

Existing Assets:

- [ ] Domain name: _____
- [ ] Brand assets (logo, colors): _____
- [ ] Content/IP: _____
- [ ] Existing audience: _____
- [ ] Technology/code: _____

Skills Available:

- [ ] Development: _____
- [ ] Design: _____
- [ ] Marketing: _____
- [ ] Sales: _____
- [ ] Other: _____

Skills Needed:

- [ ] Need to hire/contract: _____
- [ ] Need to learn: _____
- [ ] Need to partner for: _____

🎁 BONUS SECTION 5: PIVOT TRIGGERS

When to Pivot vs. Persevere

Define clear signals that would indicate you need to change course.

Pivot Triggers (Time to Change Direction):

If by day 30:

- [ ] _____
- [ ] _____

If by day 60:

- [ ] _____
- [ ] _____

If by day 90:

- [ ] _____
- [ ] _____

Persevere Signals (Keep Going):

If by day 30:

- [ ] _____
- [ ] _____

If by day 60:

- [ ] _____
- [ ] _____

If by day 90:

- [ ] _____

- [ ] _____

📚 APPENDIX: QUICK REFERENCE GUIDES

The MVP Checklist

Before You Build:

- [ ] I've talked to at least 10 potential users
- [ ] I've validated the problem exists and is painful
- [ ] I've identified my first 10 beta users
- [ ] I know how I'll reach my target audience
- [ ] I have a clear success metric

Before You Launch:

- [ ] Core features work reliably
- [ ] I've tested with 3-5 friendly users
- [ ] I have a way to collect feedback
- [ ] I have analytics installed
- [ ] I know where I'll announce the launch

After Launch:

- [ ] I'm talking to users weekly
- [ ] I'm tracking my key metrics
- [ ] I'm iterating based on feedback
- [ ] I'm documenting what I'm learning
- [ ] I'm adjusting my roadmap

Common MVP Mistakes to Avoid

1. **Building for too long before launching**

   - Rule of thumb: If you're not embarrassed by v1, you waited too long
2. **Adding "just one more feature"**

   - Feature creep is the #1 MVP killer
3. **Not talking to users**

   - Your opinion doesn't matter. Your users' experience does.

4. **Ignoring feedback**

   ○ If 3+ users mention the same issue, it's real
5. **Optimizing too early**

   ○ Don't polish until you know what to polish
6. **Forgetting to measure**

   ○ Data > opinions
7. **Giving up too soon**

   ○ It takes time to find product-market fit

Recommended Reading & Resources

Books:

- The Lean Startup by Eric Ries
- The Mom Test by Rob Fitzpatrick
- Sprint by Jake Knapp
- Inspired by Marty Cagan

Websites:

- Y Combinator Startup School (startup.school)
- Indie Hackers (indiehackers.com)
- Product Hunt (producthunt.com)

Tools:

- Figma (design)
- Notion (documentation)
- Typeform (surveys)
- Hotjar (user behavior)

🎯 FINAL WORDS

Remember: Your MVP is not your final product. It's your first step in a learning journey.

The goal isn't perfection—it's validation.

Don't build what you THINK people want. Build the minimum necessary to TEST what people actually want.

Stay focused. Ship fast. Learn faster.

You've got this. 🚀

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📞 NEED HELP?

This template is designed to be self-guided, but building an MVP is challenging. If you need support:

- Join the Entrepreneuria.io community for founder peer support
- Use the Compass blog for detailed guides on MVP development
- Check out The Launchpad for additional resources and tools

Your MVP journey starts now. Take the first step.