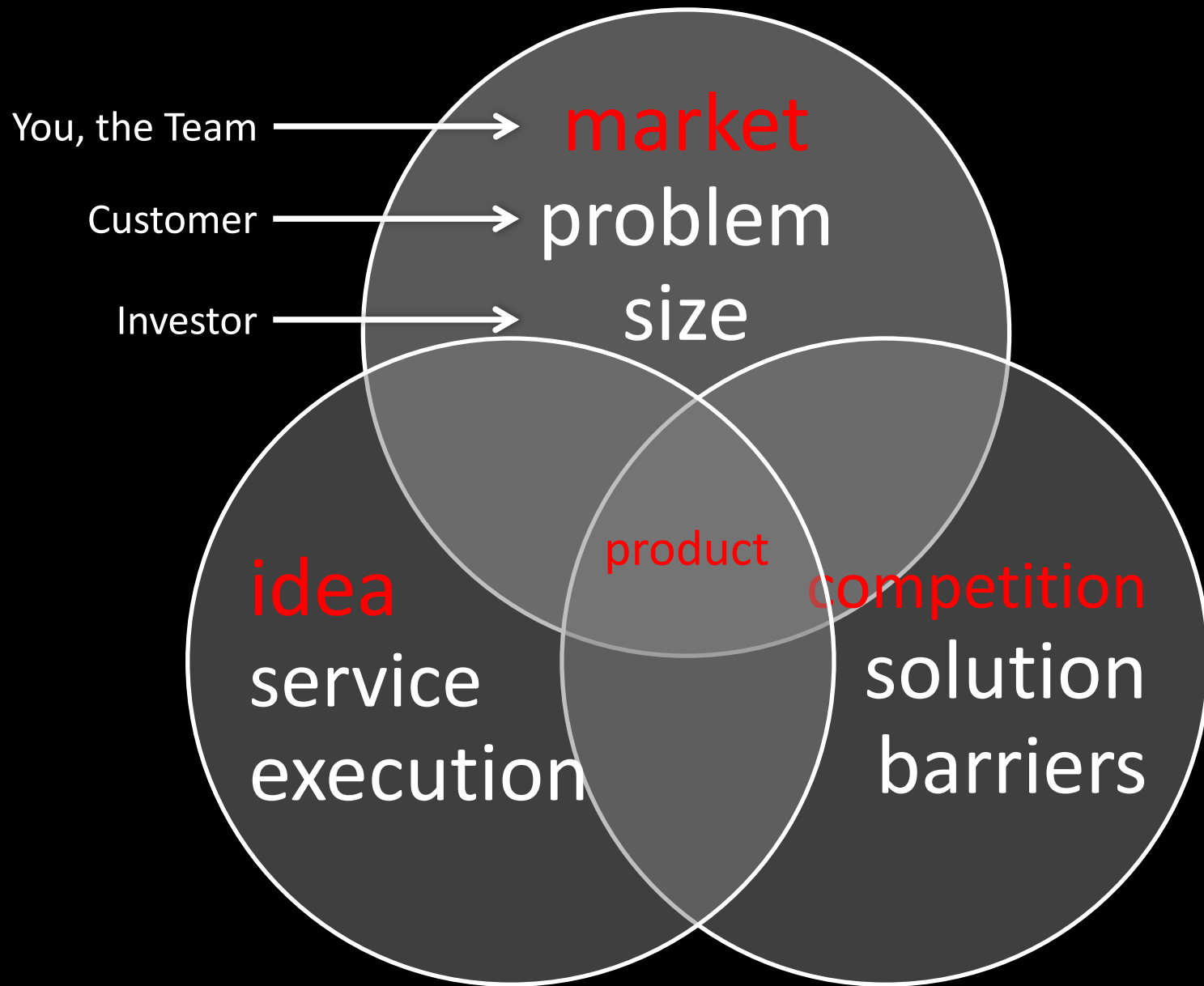


STRING



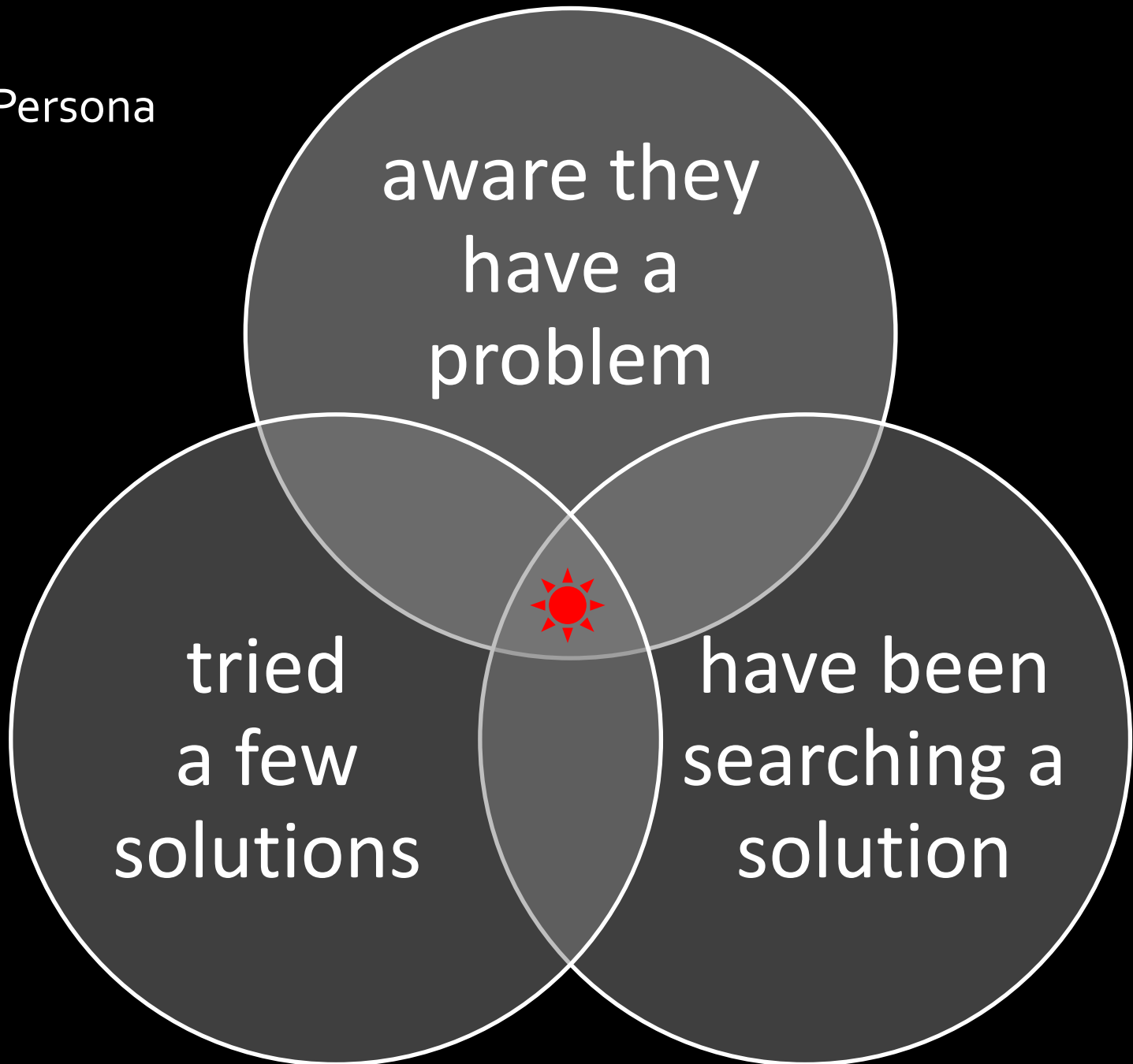
VENTURES

MVP





Persona



# Point of Difference (PoD)

## benefits set you apart

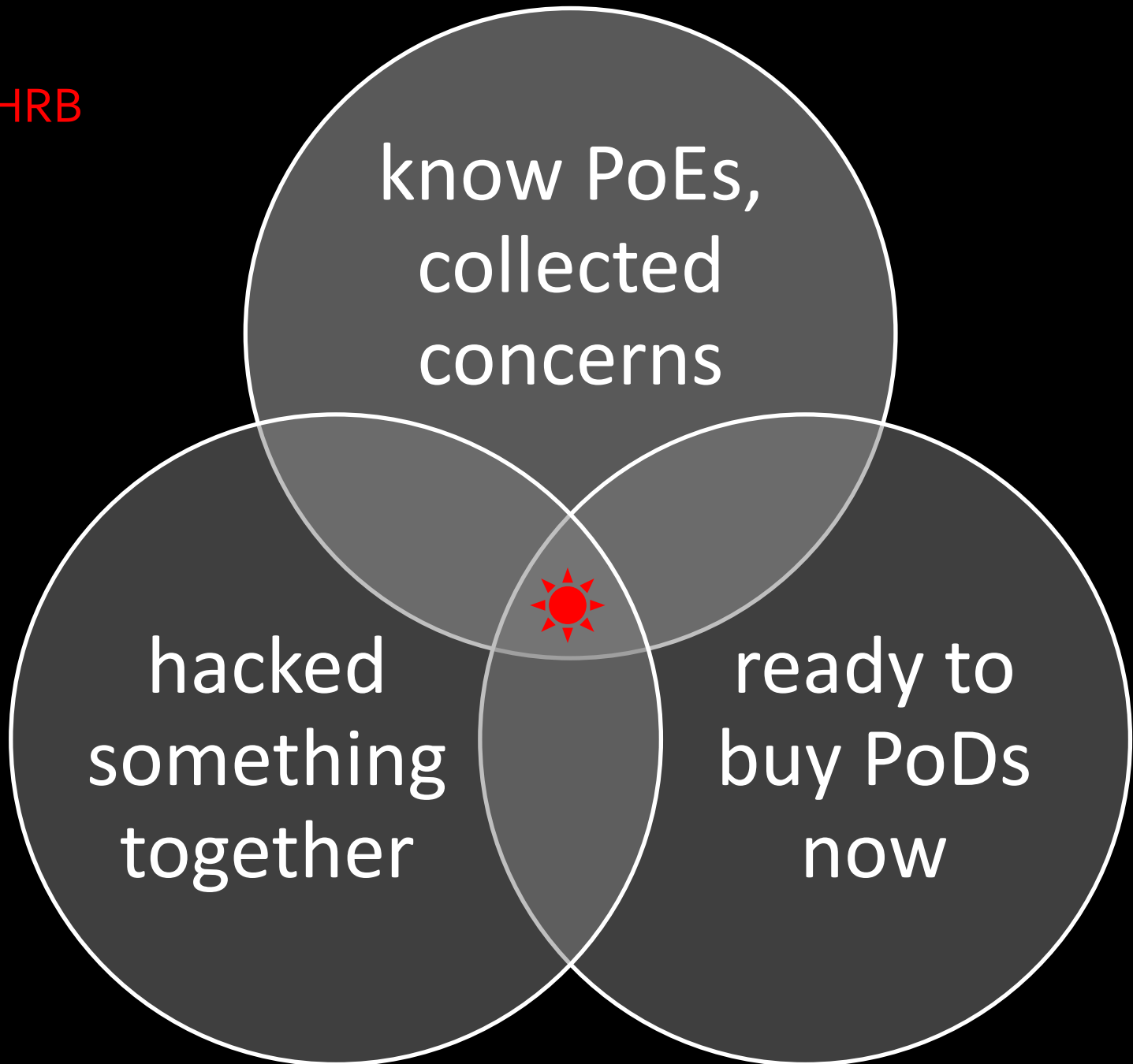
Find deeper pain points under PoDs =  
identify market gaps

# Hyper Responsive Buyers (HRBs) buy PoD benefits

HRBs already know the PoE benefits  
and don't care for them

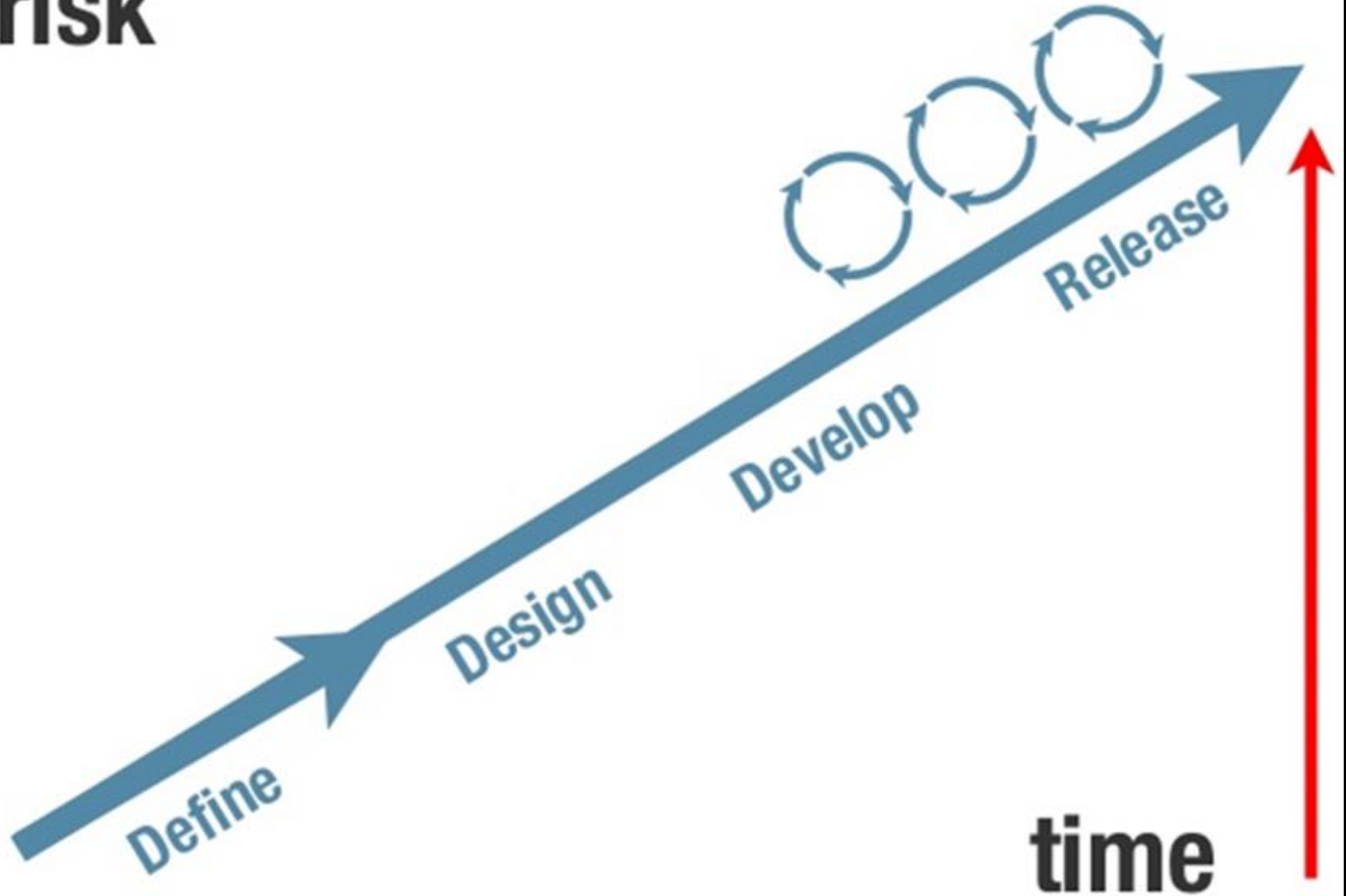


HRB



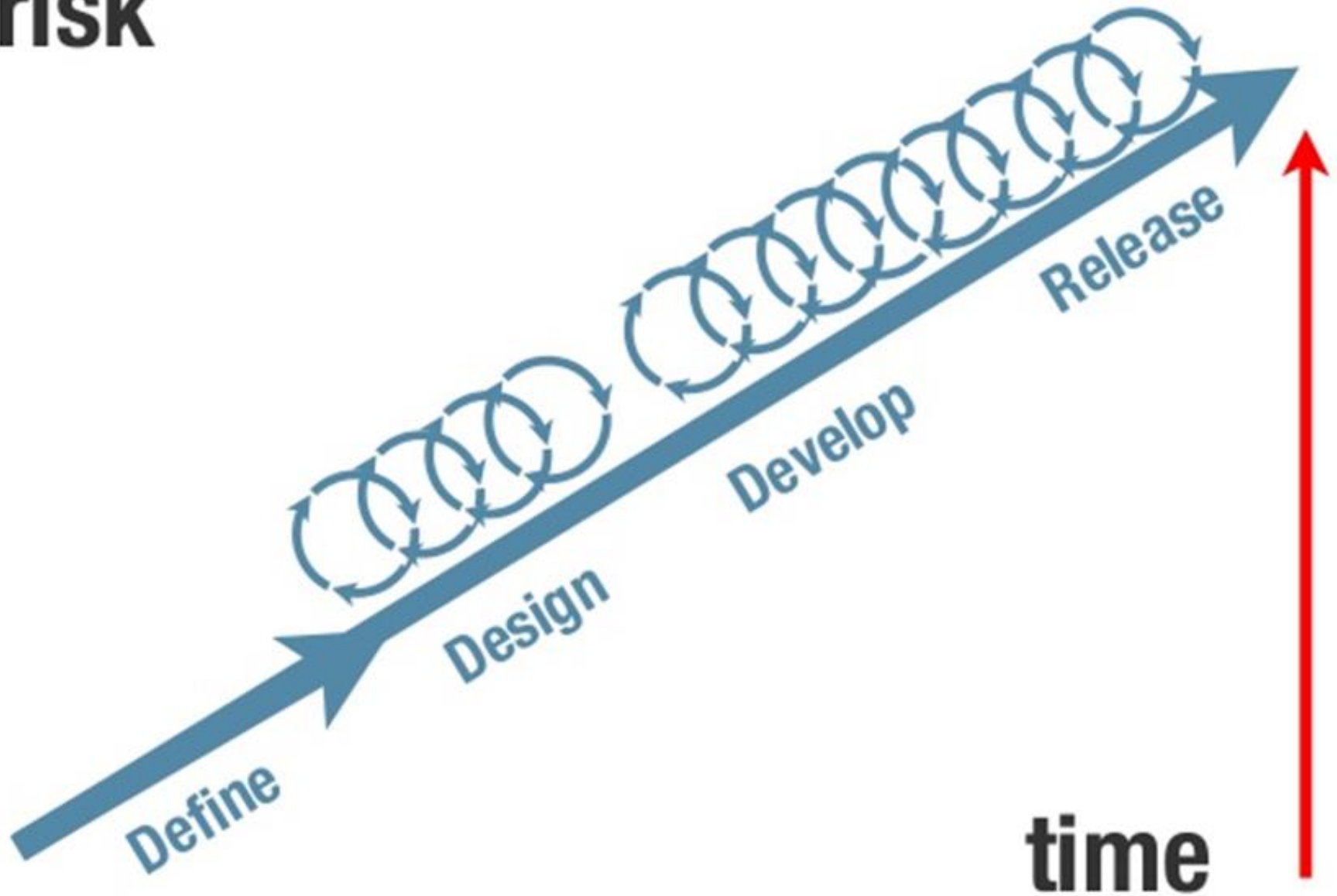
Longer time to launch =  
higher risk of missing  
PoDs

**risk**





# risk

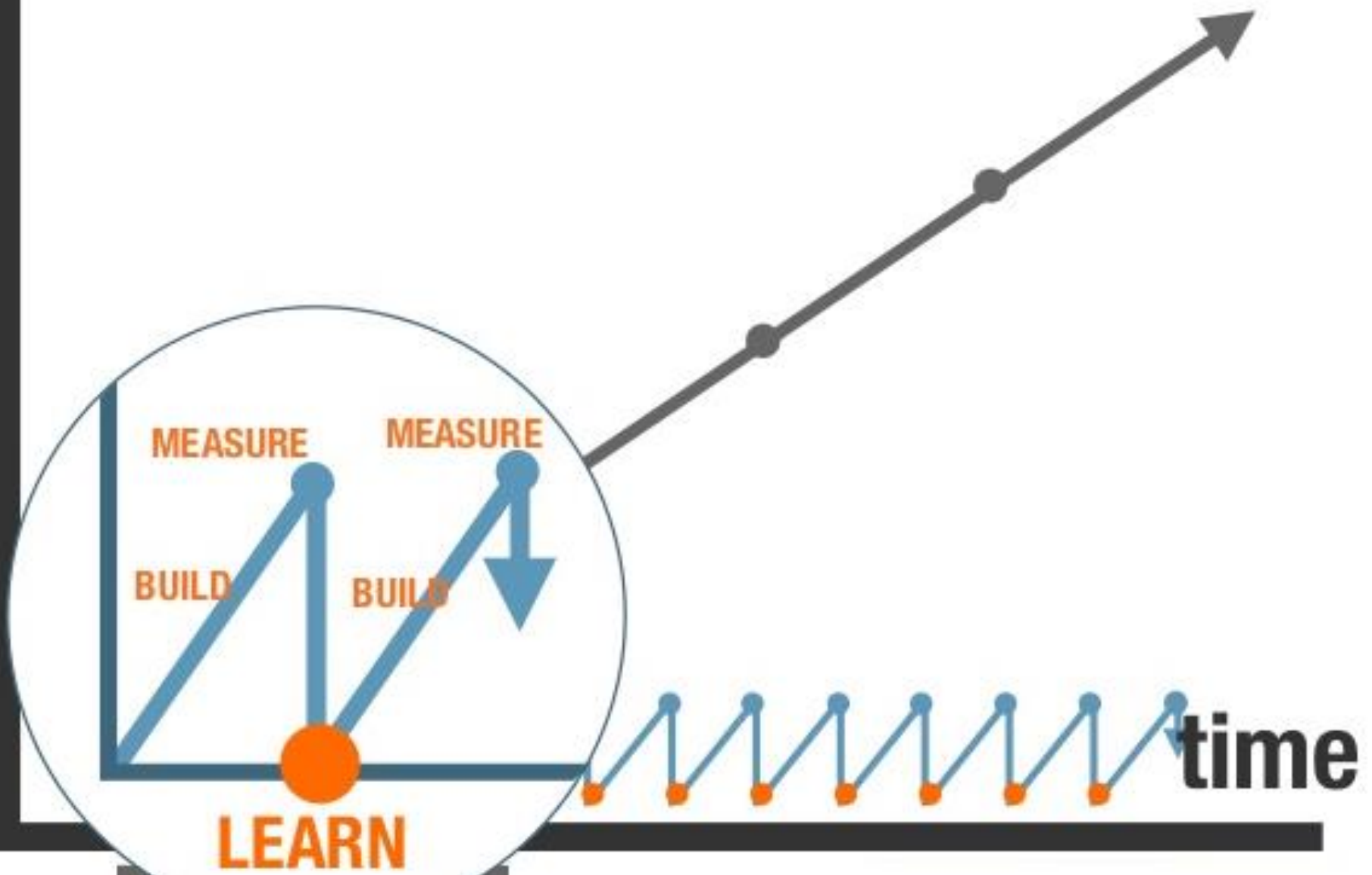


Nothing is ever done  
until it is released



Paul Graham

# risk

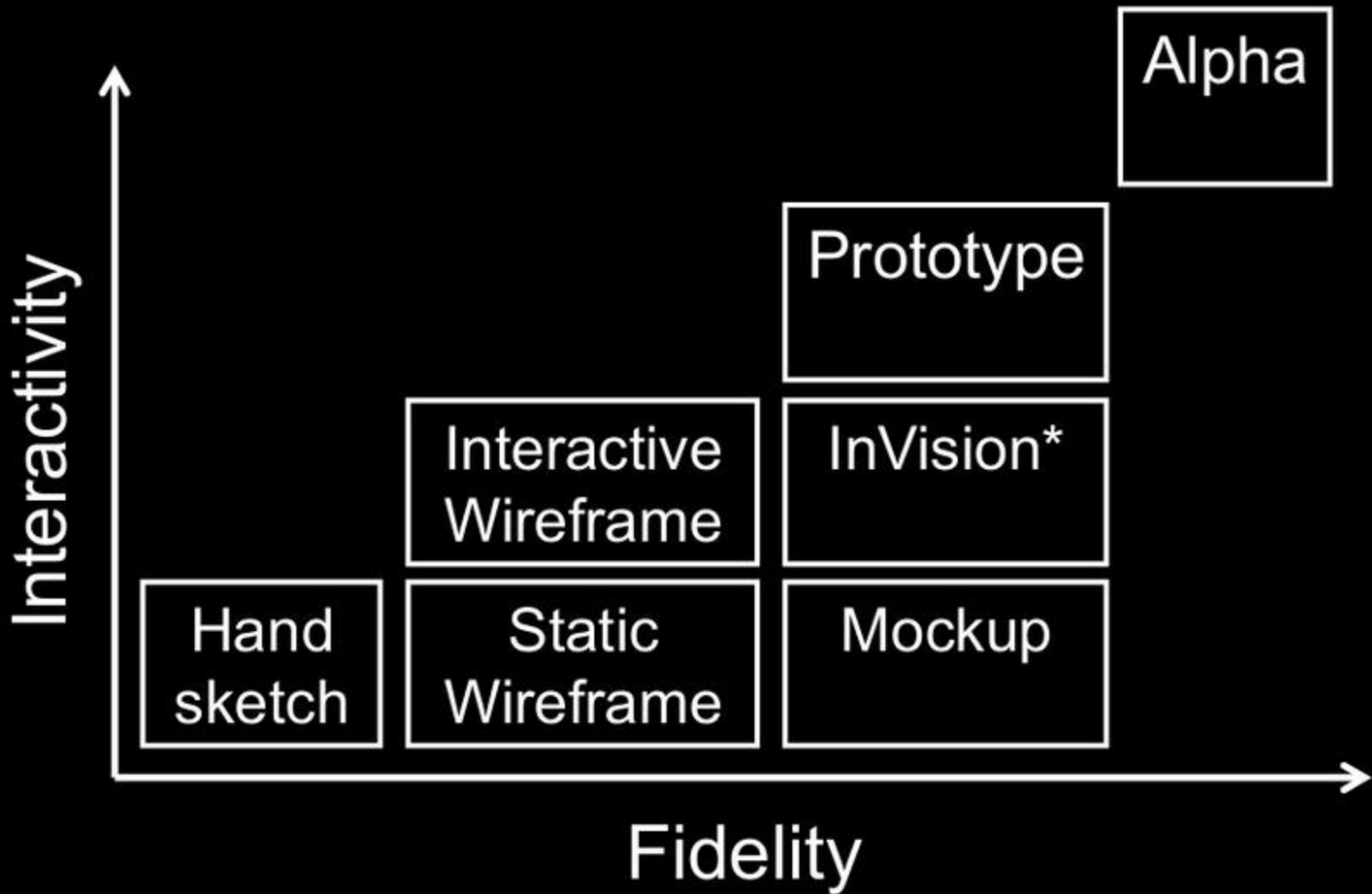


If you are not embarrassed by  
the first version of your product,  
you've launched too late.



Reid Hoffman

MVP = The minimum  
**Solution** you launch



MVP allows a team to collect the **max validated learning** about customers with the **min effort**.



Eric Ries

Beware the Art:

You define “Minimum”

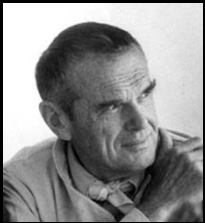
HRB defines “Viable”



Lemon  $\neq$   
MVP for Lemonade

**MVP** = smallest, fastest  
thing you can build to  
**deliver your UVP**

# The best for the most for the least



Ray Eames

Beware:

MVP  $\neq$

Low Ambition + Cheapo

Remember Peter Thiel: you're  
aiming at eventual monopoly

Identify a core that  
(a) is **useful on its own** and  
(b) **can be incrementally expanded**  
into the whole project, and  
(c) **get that done** as soon as possible



Paul Graham

MVP = few PoDs to make  
few HRBs VERY happy

“Pretty good” = PoE

“Shut up and take my money” = PoD

# Define the MVP

1. Generate options with 6pack
2. Capture the ValueProp
3. Smoke-test ValueProp
4. Capture UVP: HRB and PoDs
5. Brainstorm and triage features
6. Define the MVP

# Define the MVP

1. Generate options with 6pack
2. Capture the ValueProp
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5. Brainstorm and triage features
6. Define the MVP



# Dump Features

- Dump the features you will build to deliver on UVP
- Write one feature per sticky
- Use nouns (e.g. video upload, user login, facebook button, shopping cart, calendar)

do it

Enter **2x2 Matrix**



# Triage Features: First Step

- Tape one big + sign on the wall per team.

- **Horizontal** axis label = **Users**

Left to right: Few, Some, Most, All

- **Vertical** axis label = **Usage Time**

Top to bottom: All, Most, Some, Little

- Place stickies on quadrants (nothing on the line!)
- Work quietly and independently

do it

Remove and trash  
everything  
in lower left quadrant

# Triage Features: Second Step

- Replace **Horizontal** axis = implementation difficulty

Label left to right: **easy - hard**

- **Vertical** axis = importance

Label top bottom: **critical – not critical**

- Place stickies on quadrants (nothing on the line!)
- Work quietly and independently

do it

# Define MVP

- Remove duplicate features and confirm feature placement is roughly accurate
- Check: do you have anything below the horizontal line?
  - (be realistic: is it important to do it now? can it wait?)
- Move more features below the line

do it

MVP =

Features above the  
horizontal axis

Remove and trash everything  
below



Every startup needs a  
belligerent asshole asking  
“why the fuck aren’t we  
shipping this today?”



Startup L. Jackson

STRING



VENTURES

MVP