

# MVP Validation Checklist

**2025**



### **Idea & Problem Definition:**

Write a one-sentence problem statement:

For eg: For busy fitness enthusiasts, tracking workouts should be simple and affordable—just \$5/month.

### **Identify your target audience and the main pain point:**

Target Audience:

Main Pain Point:

Feature Prioritization:

MoSCoW Analysis			
Must Have	Should Have	Could Have	Won't Have

Highlight One or Two essential features:

### Market Research:

Prepare a short survey with 3 targeted questions:

*What's your biggest challenge in tracking workouts?*

### Survey Questions:


Set a feedback collection timeline:

Feedback Collection Timeline:

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### Metrics & Timeline:

Define one key metric:

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Timeline Goal:

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# Additional Tools & Resources



## Download the Free MVP Toolkit!

Includes:

MVP Catalyst Playbook

MVP Validation Checklist

Landing Page Copy Template

**Website Builders:** Carrd, Webflow, Unbounce.

**Survey Tools:** Typeform, Google Forms, Hotjar.

**Analytics:** Google Analytics, Amplitude, Mixpanel.

**Project Management:** Notion, Trello, Asana.

**NOTE:** Adapt timelines based on team capacity. Keep communication open with stakeholders at each phase. Focus on user-centric design to minimize rework.

# Ready to Get Started?

## Consult Today

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