Producto Mínimo Viable

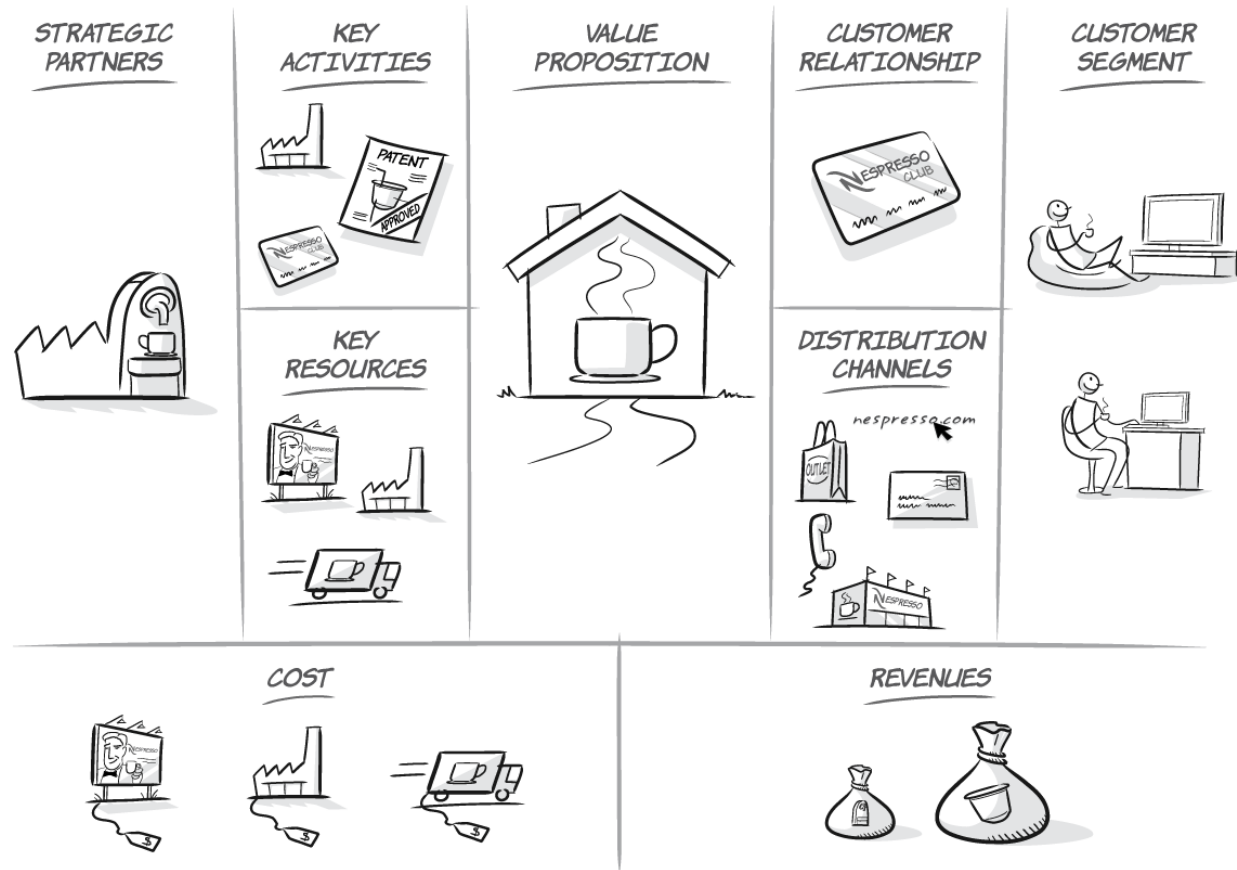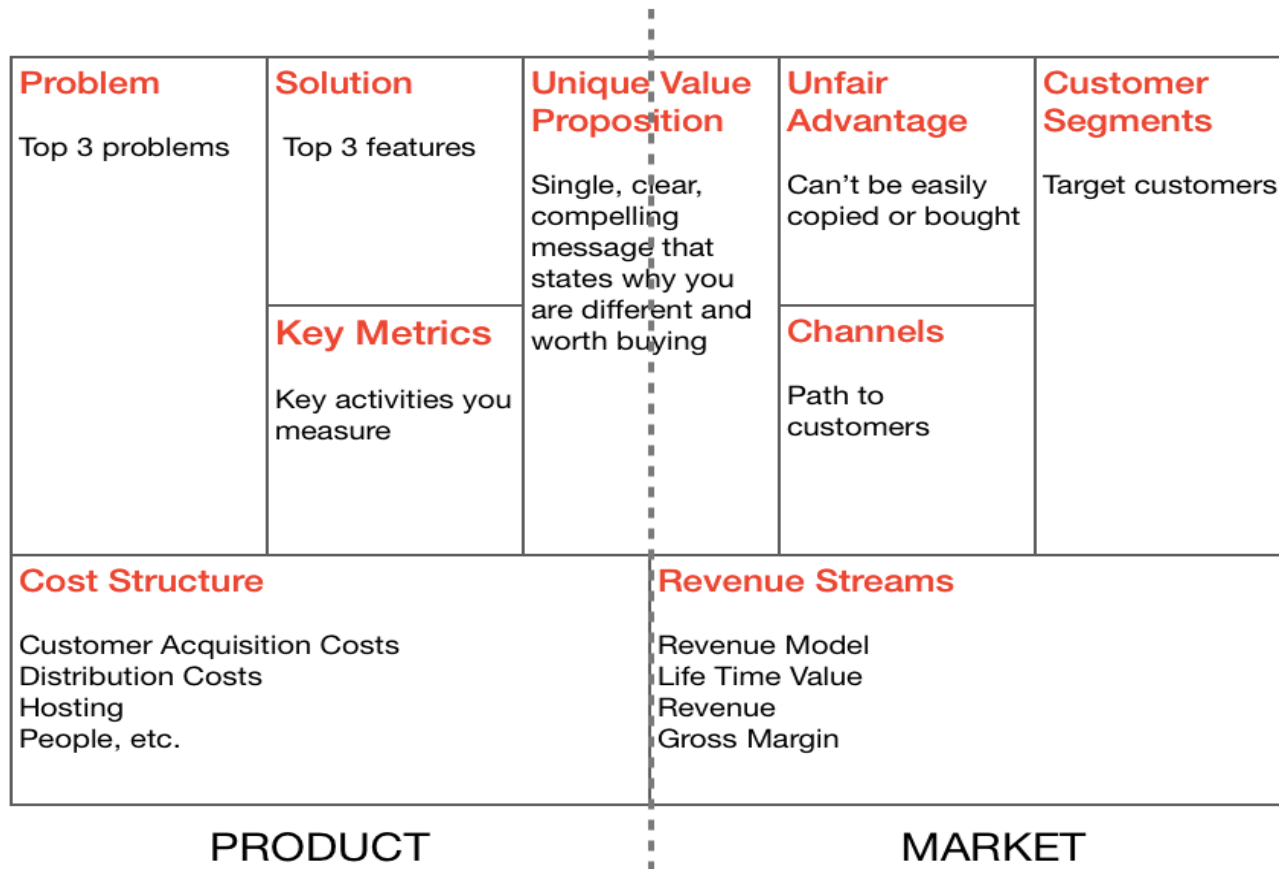## valida tu negocio

BM > ¿qué es? ¿para qué sirve?

cómo una organización crea, entrega y captura valor

BMC > nespresso

lean canvas

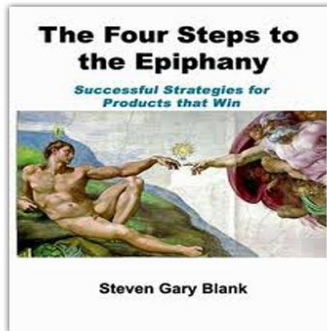| Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear, compelling message that states why you are different and worth buying	Can't be easily copied or bought	Target customers
	Key Metrics Key activities you measure		**Channels** Path to customers	

Cost Structure	Revenue Streams
Customer Acquisition Costs Distribution Costs Hosting People, etc.	Revenue Model Life Time Value Revenue Gross Margin

PRODUCT | MARKET

BMC > ideación + selección

BMC+CusDev > capas

C TESTS LAYER

B HYPOTHESES LAYER

A BUSINESS MODEL LAYER
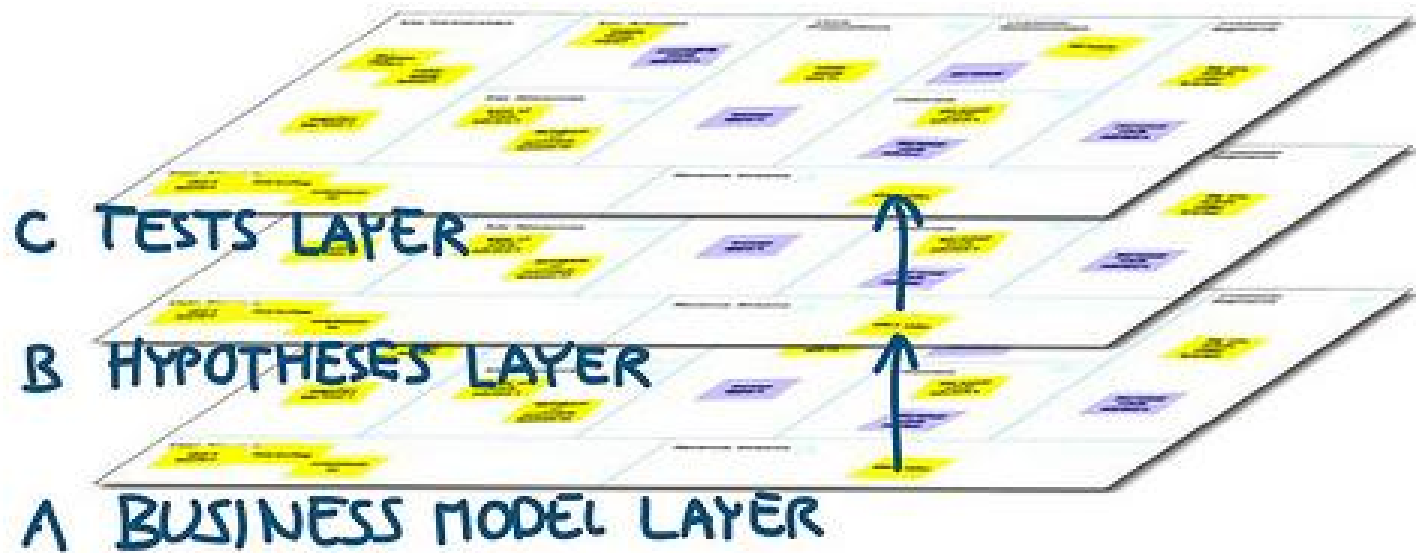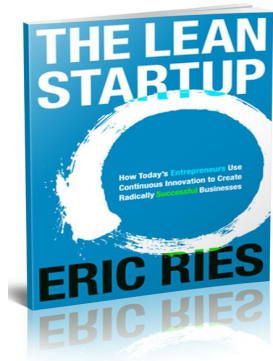
customer development

- riesgo de mercado > riesgo técnico
- sal del edificio
- discovery - validation - creation - building
- prueba tus hipótesis
- proceso de ventas repetible y escalable

lean startup

- desarrollo de producto
- objetivo = aprendizaje validado
- producto mínimo viable
- construye-mide-aprende

CusDev > testing

- qué pensaba?
- qué hice?
- qué aprendí?
- qué voy a hacer?

minimum viable product

"version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort"

- funcionalidades mínimas para sacar el producto
- a un subconjunto de clientes
- evitar productos que nadie quiere
- an ad on Google. Or a PowerPoint slide. Or a dialog box. Or a landing page.
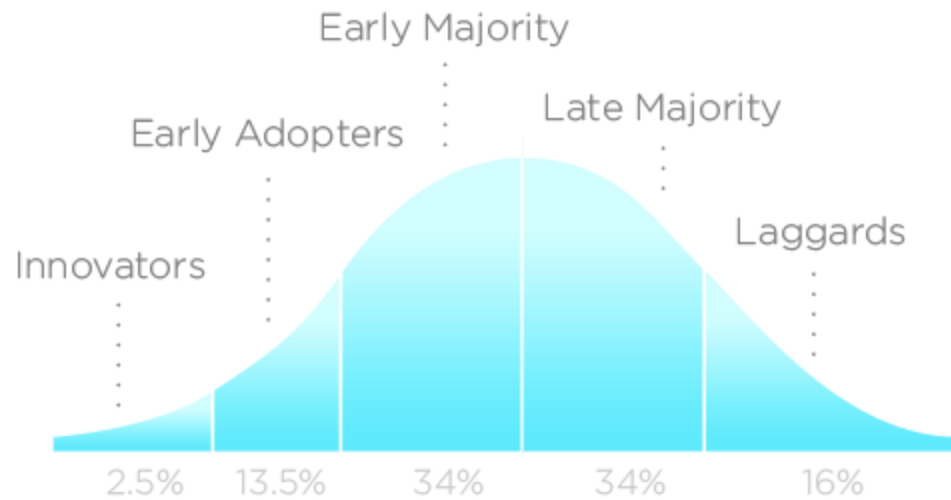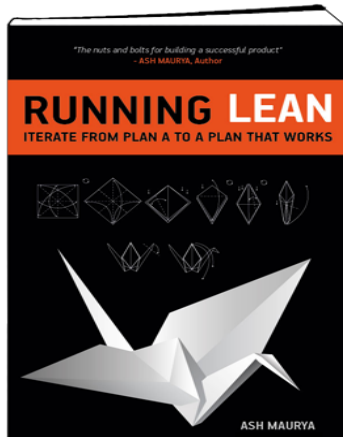
que es?

(minimum viable product)

(product)

Presented by Braintree

innovación

Early Majority

Early Adopters

Late Majority

Innovators

Laggards

2.5%   13.5%   34%   34%   16%

INNOVATION ADOPTION LIFECYCLE

running lean

- pivota a un plan que funciona
- hipótesis falsable + experimentos
- ajuste problema-solución
- ajuste producto-mercado

[mock-ups](#)

crowdfunding

pebble

false negative

examples

- [10 crappy products](#)

- "If Apple can launch a smartphone without Find or Cut-and-Paste, what can you cut out of your product requirements?" – [Sramana Mitra](#)

- [USV](#)-backed foursquare uses Google Docs to [collect customer feedback](#). No code, no maintenance.

- Fliggo [sells it before they build it](#).

- Grockit puts up a [notify-me-when-you-release form](#) on steroids.

- Semiconductor company uses [5 people and FPGAs](#) to build a $100M semiconductor product line.

- Consumer company uses [fake screenshots](#) to sell their product.

- ManyWheels uses Microsoft Visio to build [clickable web demos](#) for prospective customers.

- Cloudfire uses a classic customer development [problem presentation](#).

delorean time machines

DELOREAN TIME MACHINES \\\\\

Our super-cool time machine allows you to travel in time easily

Wanna test your seduction skills with Mata Hari? Wanna be treated like a viking semi-god by predicting eclipses? I think I'll go to 2050 and buy me a blue-eyes pill Wanna join me for a beer with Winston Churchill?

- flux capacitor inside! feel the power of 1.21 gigawatts generated by its nuclear reactor

- no training needed! just set your destination date and accelerate to 88 mi/h

- fuel included! Just enjoy your trip and let us steal the plutonium from lybian terrorists

see pricing and book now!

Are you a travel agency? Have a sales rep contact you

Complete our survey and win a trip to 1955's Pines Hill enchantment under the see dance.

WTF is all this?

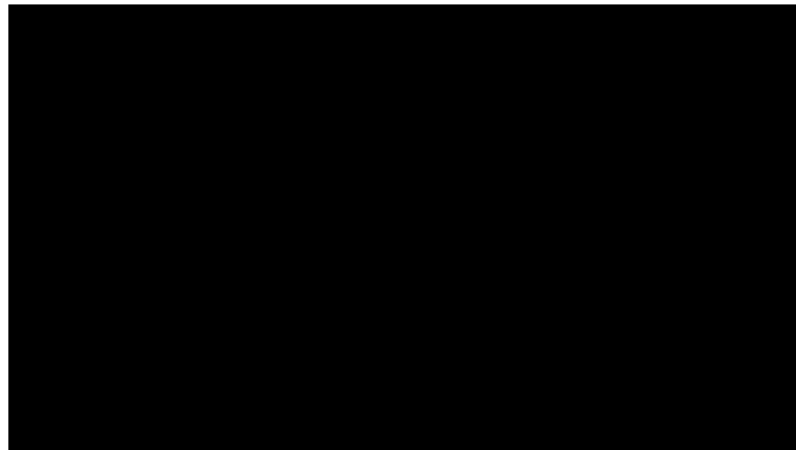DeLorean Time Machines, Twin Pines Mall, Hill Valley, USA

[showeroke](#)

SHOWEROKE

Home   Uncategorized

feel the power in the shower!

turn your smartphone into a powerful karaoke machine

showeroke is a simple solution based on a water resistant case for your smartphone and a bluetooth enabled speaker. soon available for tablets.

dubicidio

+++++

?????

Example Conversion Metrics

Category	User Status	Conv %	Est. Value
Acquisition	**Visit Site** (or landing page, or external widget)	100%	$.01
Acquisition	**Doesn't Abandon** (views 2+ pages, stays 10+ sec, 2+ clicks)	70%	$.05
Activation	**Happy 1st Visit** (views X pages, stays Y sec, Z clicks)	30%	$.25
Activation	**Email/Blog/RSS/Widget Signup** (anything that could lead to repeat visit)	5%	$1
Activation	**Acct Signup** (includes profile data)	2%	$3
Retention	**Email Open / RSS view -> Clickthru**	3%	$2
Retention	**Repeat Visitor** (3+ visits in first 30 days)	2%	$5
Referral	**Refer 1+ users who visit site**	2%	$3
Referral	**Refer 1+ users who activate**	1%	$10
Revenue	**User generates minimum revenue**	2%	$5
Revenue	**User generates break-even revenue**	1%	$25

ejercicio

- conferencia bitcoin
- realizar [business model canvas](#)
- identificar riesgos
- diseñar un experimento

lucascervera.com