

Class 5

Idea Generation and MVP Planning

Ground Rules

Observe the following rules to ensure a supportive, inclusive, and engaging classes



Give full attention
in class



Mute your microphone
when you're not talking



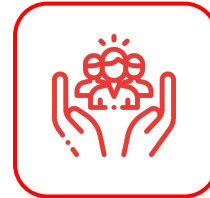
Keep your
camera on



Turn on the CC Feature
on Meet



Use raise hand or chat
to ask questions



Make this room a safe place
to learn and share

Learning Objectives

- 01.** Understand the concept of Minimum Viable Product
- 02.** Identify, practice, and manage the roadblocks to build the right MVP

Introduction to Idea Generation

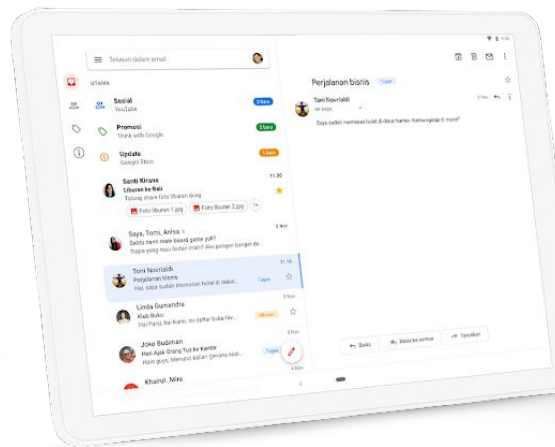


Innovations start from **an idea.**

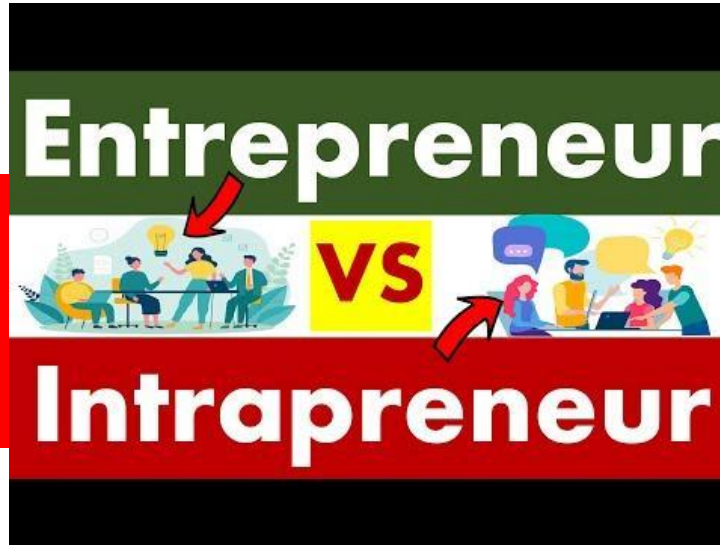
We all have the capacity to **think** like an entrepreneur regardless of our background and resource or even if we don't have plans to become an entrepreneur.



Gmail



Entrepreneurship & Intrapreneurship



Source: Academic Gain Tutorials, [link](#)

**Upon graduation, which career path
would you like to take?**

Build your own as an entrepreneur, or join a
company to practice intrapreneurship?

Share your plan at Google Polls!

The logo for 3M, consisting of the letters "3M" in a bold, red, sans-serif font.The Airbnb logo, featuring a red outline of a stylized 'A' shape above the word "airbnb" in a lowercase, red, sans-serif font.The Gojek logo, featuring a green circular icon with a white stylized 'G' inside, above the word "gojek" in a lowercase, black, sans-serif font.The Google logo, featuring the word "Google" in its characteristic multi-colored sans-serif font.

They came into fruition through a careful planning of a minimum viable product.

Understanding Minimum Viable Product

MVP is not a product—it's a process.

MVP framework allows you to **quickly build and launch the minimum viable products** to the customers with the least effort.



MVP's Twin Goals

Planning an MVP is not to simply test out random thoughts, but rather:

1. To learn what problems we really need to solve.
2. To test and review fundamental assumptions about your business model.



Benefits of MVP

- 1 Clarity
- 2 Cost efficiency
- 3 Quicker release
- 4 Market validation
- 5 Customer relationship

Questions to **Ask Yourself**

- ✓ “Why don’t I change/do/introduce x?”
- ✓ “What is my solution?”
- ✓ “What should my MVP accomplish at the bare minimum?”

Illustrating MVP



Minimum Weak
Product

Minimum Viable
Product

Ultimate 'Dream'
Product

Step 1: Situation & the Vision

Step 2: Testing

Step 3: MVP

Step 4: Iteration

Step 5: Ultimate Dream Product

What an MVP is not

HOW **NOT** TO BUILD A MINIMUM VIABLE PRODUCT



1



2



3



4

ALSO HOW **NOT** TO BUILD A MINIMUM VIABLE PRODUCT



1



2



3



4

HOW **TO** BUILD A MINIMUM VIABLE PRODUCT



1



2



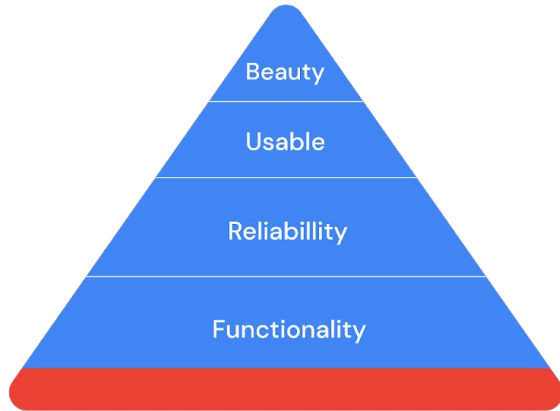
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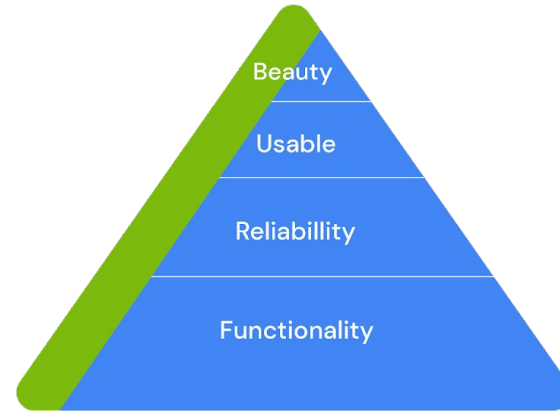
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Find the 'viable', not only the 'minimum'

Minimum Viable Product



Wrong way to build MVP



Right way to build MVP

Class Exercise: **Defining MVP**

⌚ Duration: 10 minutes

Imagine that you are a founder of the following successful startups. At the very early stage of the company,

1. What would be the testing/minimum weak product and MVP for Airbnb's Room Rental?
2. What would be the testing/minimum weak product and MVP for Gojek's Go-Ride?

To help you answer, you may start by identifying the Situation and the Vision first.

Have a quick research of those companies.

Write down your thoughts on your notebook. Once time's up, share it to the class.

Class Discussion

How 3 guys turned renting air mattresses in their apartment into a \$31 billion company, Airbnb

Rebecca Aydin
Sep 20, 2019, 9:27 PM



Situation & the Big Vision:

In 2007, roommates Joe Gebbia and Brian Chesky couldn't afford their San Francisco rent, but then Gebbia wrote Chesky with an idea: what if they turned their loft to provide already furnished space for other people to rent in.

Testing:

They created a simple site, airbedandbreakfast.com, bought three air mattresses, and put them in their room.

MVP:

Some customers began to stay, which led Gebbia and Chesky to realize the scalability of their idea. They improved their website so that customers can book a stay within three clicks. They make sure that the designs for each host page was appealing and taken professionally, in the mission to make the hosts become brand evangelists.

Class Discussion

How 3 guys turned renting air mattresses in their apartment into a \$31 billion company, Airbnb

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Iteration 1:

Airbnb implemented a coverage policy to protect hosts and complied with regulations.

Iteration 2:

Airbnb ventures into offering offline and online entertainment deals to complement their primary rental marketplace, which leads to the Airbnb we know now.

Class Discussion



Source: [Prita Kemal Gani](#)
(video in Bahasa Indonesia)

Class Discussion



Read more at [Gojek Blog](#).

Situation & Problem:

It came from the inefficiency in traditional ride-hailing service which was unstructured, unstandardized, and had a low trust among society. Nadiem Makarim wanted to bring more structured mechanism, provide efficiency, and elevate trust towards the drivers.

Testing:

Gojek began as a call center where the operator would assign a driver to the customers upon referring to a list of drivers in an Excel sheet format.

MVP:

The engineering team eventually introduced a smartphone app that had a “bid” model that was able to match drivers and customers for a variety of features: transport, food, and delivery.

Class Discussion



Read more at [Gojek Blog](#).

Iteration 1:

Gojek reworked its algorithm to address issues that came up, such as accountability and better matchmaking. It eventually switched to Clojure to ensure that the app is working properly and fairly for its customers and partners.

Iteration 2:

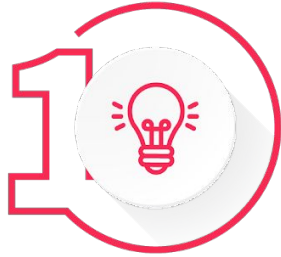
Its growth has enabled it to explore other features such as billing and has since expanded exponentially. The rest is history.

Session Break for 5 Minutes

Class will continue after break

Steps to Create and Scale Your MVP to Build Your Ultimate Dream Product

Step 1.



Defining the
Situation and the
Problems to Solve

Step 2.



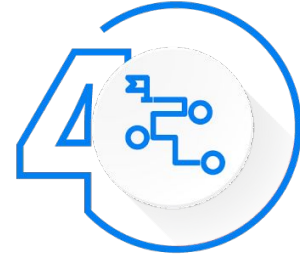
Defining your
Product
Vision

Step 3.



Creating your
MVP

Step 4.



Create your
Product
Roadmap

Strategizing **your product**

Step 1. Defining the Situation and Problems to Solve



What is the problem?
What can you offer?



Which of the
components is the
most vital?



Why should they use
the product?



When will the product
be available?



Who is likely to buy
the product?



How do they make a
purchase?

Strategizing **your product**

Step 2. Defining your product vision



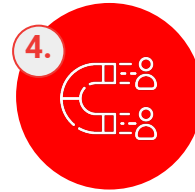
Tangible
and
realistic



Attainable



Gives
direction



Attract people
onboard



Inspires
people to
stay

B H A G

“Big Hairy Audacious Goal”



1. Does your product stimulate forward progress?
2. Does it continue to get people going?
3. Are you and your team willing to generate more creative talents and human energies to see it through?

If the answers to these questions are “Yes!”, you may have a potential BHAG.

B H A G

“Big Hairy Audacious Goal”



Targeting



Role Model



Competitive



Internal
Transformation

Class Exercise:

Identifying Vision Statement



Source: [Minute Videos](#)

Class Exercise: Identifying Vision Statement

🕒 Duration: 10 minutes



What was Jeff Bezos's vision statement for Amazon? To help you answer, use the following steps:

1. In preparation to build your MVP, answer the following guiding questions:

- What did Amazon want to offer to the society through the product? What issue was it going to address?
- In what way did it uniquely matter and to who? What will it be able to do as a result of the product? How does that transform things for the society?
- How did Amazon utilize new technologies or new way of thinking to realize your product's promises?
- Write down one out of the 4 BHAG categories (Targeting, Role Model, Competitive, Internal Transformation) that is key to transform the company and to its target market.

2. Did Amazon fulfil the principles of good product vision? Explain your reasoning.

3. Write down the vision statement in one sentence.

Share your thoughts to the class.

Class Discussion



1. Amazon.com wants to offer something that transforms commerce experience and blending it through the internet, to sell everything people want and need.

It will give impact to people who take extra time to do offline shopping, it will reduce the time and cost they usually spend to go to the shop or market and seek things on their shopping list.

Nowadays, Amazon.com transforms not only their business but also the whole newborn e-commerce companies. People nowadays use the internet for shopping thanks to Amazon.com that also creates the transformation of the internet as a big thing.

BHAG Category: Targeting as it certainly wanted to be the first mover; providing an entirely new solution to people

Class Discussion



2. **Tangible and realistic** - Yes, because at the time Amazon was launched, the internet was in the beginning of its development era. No one has started this initiative before, there is no competitor that penetrated internet space yet.

Attainable in the near future - Yes, the Internet is always developing and capable to hold an online marketplace. Especially as it goes there are more and more people who have access to the internet, life without the internet is impossible.

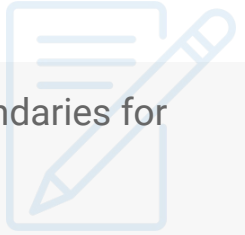
Gives direction about the product's values - Yes, it gives explanation about where is this going and what Amazon.com offers, which is broad but realistic.

Attract people onboard (customers, colleagues, employees, investors) - Yes, it is a big innovation that brings solutions to many aspects.

Excites and inspires people to stay in the long run - Yes, Amazon.com survives until now and people tend to buy things online nowadays, it will be sustainable in the long run and years further.

Class Discussion

3. **Vision Statement:** Become the most visited virtual place on Earth without walls and boundaries for people to find and discover anything they want to buy.



Class Exercise: Preparing Your Product Vision

🕒 Duration: 10 minutes

Imagine that you are now working for a tech company from any industry that you've dreamt off. You have a problem to solve based on your observation of the market needs, and you want to do something to address this issue.

1. In preparation to build your MVP, answer the following guiding questions:

- What will you offer to the society through the product? What issue are you going to address?
- In what way will it uniquely matter and to who? What will they be able to do as a result of your product? How does that transform things for them?
- How will you utilize new technologies or new way of thinking to realize your product's promises?
- Write down one out of the 4 BHAG categories (Targeting, Role Model, Competitive, Internal Transformation) that is key to transform the company and to its target market.

2. Match your answers with the principles of good product vision to ensure that you fulfil each criteria.

3. Write down the vision statement in one sentence. As you write your product vision statement, think in terms of the next three years and what your product or service will eventually become.

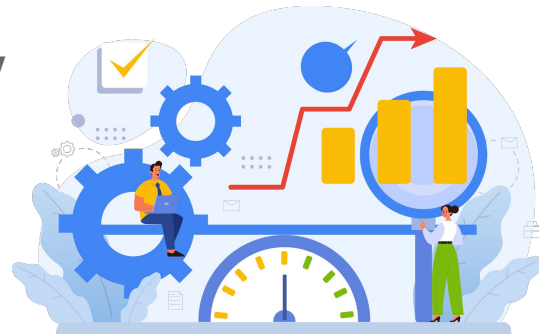
Tips: Think in visionary terms as if you have the best version of your services and products.

Strategizing **your product**

Step 3. Creating your MVP

Kickstart your MVP by keeping in mind these points:

1. **Focus on the problems you want to solve**
2. **Prioritize the vital components/features**
3. **Ensure that the product is complete**
4. **Talk to your customers: marketability and relatability**
5. **Continue to validate and evaluate**



Strategizing **your product**

Step 4. Defining your Product Roadmap

Product roadmap shows what's next, so you want everyone to be **on board and understand what amazing things are coming their way.**

Be specific

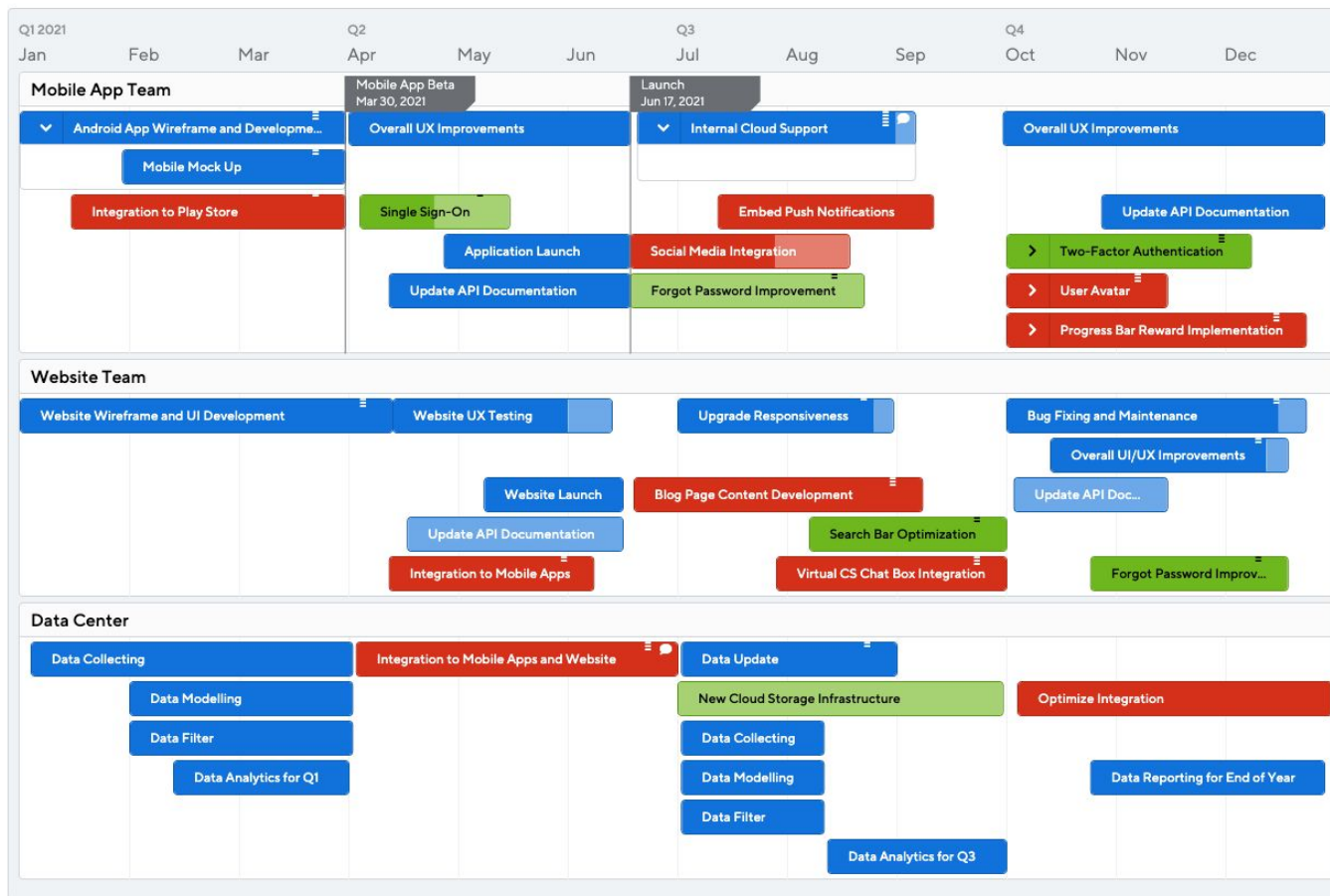
Detailed, but comprehensible

Showcase business milestone

Align other business roadmaps



Product Roadmap



Strategic Goals

- Enhance Performance
- Internal Optimization
- Security Improvements

Finding a path forward in the face of roadblocks

Roadblocks to Realize Your Idea

“Although I have a clear vision of my final product, I don’t have the money. How worried should I be about my idea being stolen?”



How to Pivot?

1. Listen first
2. Twist the ideas
3. Practice growth mindset

Dare to take actions and be agile.

Remain **FOCUSED** and **DISCIPLINED, even in the face of hardships.**

We need more problem solvers and executors—

those who are willing to start small and think big.



Quiz

Pop-Up Quiz!

Duration: 5 minutes

Let's check your understanding of this module!

Please go to the provided quiz link to answer 10 questions related to the material you've just listened to.

The link will be shared in the Chat Box.

Assignment

Assignment

1. To ensure your understanding of the module, please complete the assigned multiple choice questions and essay.
2. You will pass the assignments if you satisfy the following criteria:
 - a. Demonstrate the right application of the knowledge provided in the module in completing the assignments
 - b. Answers should be logically sound, valid, and relevant to the topics at hand
 - c. Please consult the Bangkit 2022 Soft Skills Module Assessment Rubric for more detail.
3. Submit your answer by **May 16th, 2022**. Late or failure to submit will affect your final result in Bangkit Program.

Assignment



During the session, you have briefly practiced on preparing your product vision to start instilling your entrepreneurial mindset.

Now, you are tasked to **flesh out your product vision**. You may continue on working the same product vision or you can pick other ideas that you've thought of along the way.

Analyze the situation around you, come up with one thing that you have the most interest in to solve, and unleash your inner entrepreneur.

To help you complete the task, **answer the following questions:**

1. What will you offer to the society through the product? What issue are you going to address?
2. In what way will it uniquely matter and to who? What will they be able to do as a result of your product. How does that transform things for them?
3. How will you utilize new technologies or new way of thinking to realize your product's promises?
4. Write down one out of the 4 BHAG categories that is key to transform the company and to its target market.



Assignment

Attempt to answer this assignment **in 500 words or less**. Write it down in an **essay format** which include these points:

- A. Situation
 - The Situation and Initial Offering:
 - Target Market and Potential Impact:
 - How Technology/New Thinking May Help:
 - BHAG Category:
- B. My Product Vision Statement in one sentence: ...

===

Here are a couple of product vision examples to get you going:

- Amazon: To build a space where people can come to find and discover anything they want to buy.
- Dropbox: To provide an easy to use mobile file management tools for individuals and businesses that which allows for a simpler way to keep files within arm's reach.

Thank You