Class 5
Idea Generation and MVP Planning

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Learning Objectives

01.   Understand the concept of Minimum Viable Product

02.   Identify, practice, and manage the roadblocks to build the

right MVP

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Introduction to Idea Generation

We all know and might have experienced the products of these businesses, where they introduced innovations that have helped us live easier, simpler, and faster.

Their products are the results of generating disruptive ideas by **having your "entrepreneurship cap" on and think as one.**

Innovations start from an idea. We can all **think like an entrepreneur regardless of our background and resource or even if we don't have plans to become an entrepreneur**. You can start your business idea here and now.

You may build your own business to create a groundbreaking solution **(entrepreneurship),** or if you don't have the resources yet, you can start a culture of innovation anywhere you work **(intrapreneurship)** rather than just working on the same thing all the time.
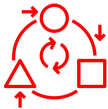
Entrepreneurship VS Intrapreneurship

We often hear about being an **entrepreneur**, but what about becoming an **intrapreneur**? There are differences on becoming an entrepreneur and intrapreneur:

Entrepreneurship
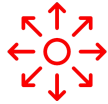
An entrepreneur runs their own company. They have complete autonomy as well as responsibility to navigate the future of the product. Usually, an entrepreneur build their business and product from scratch and handle its A to Z. An entrepreneur has full rights of doing organizational decision making and management.

Intrapreneurship

Intrapreneurship, or corporate entrepreneurship, is a bottoms-up approach in a company that comes from the firm's member or employee who take the initiative to change the status quo and develop radical innovations in-house for company growth. Intrapreneurs will have less autonomy and less pay-off, because they have to share the credits and workload, but they also get less risk. An intrapreneur should be people-centric and aware of the potential impact of the product to the company, form a sense of belonging to the company and the product, as well as the responsibility to the product invention and improvements.

DIFFERENCES AND COMPARISON	Entrepreneur	Intrapreneur
Independence	Entirely autonomous in the project's creation and management	Relatively independent in creation and governance; some degree of bureaucracy may still be intact
Time Constraints	Have considerable pressure to demonstrate success quickly	Comparatively less pressure to develop and optimize the product
Risk	Bears all business risk	Bears project-related risk
Added Value	Need to demonstrate added value to all stakeholders	The company's existence is an additional guarantees to stakeholders
Resources	Identify and manage all necessary resources by themselves	Has access to pre-existing business resources but must leverage them to the company's benefit
Decision Making	Heavily involved in all relevant strategic decision making and provide direction	Shares decision making power with organization and may need to compromise on some parts

Why is It Important for Me to Adopt an Entrepreneurial Mindset if I don't Plan to Build My Own Business?

When we imagine an entrepreneur, we often think of a visionary with savvy business plan that are destined to achieve success, and all these may feel as beyond our grasp.

On the contrary, what sets successful entrepreneurs apart isn't just their business strategies. It is the **mindset** of the entrepreneur themselves, and this mindset that makes them excel can also help you to be the same.

No matter the career path you'll take, **the benefits of having this mindset extends beyond entrepreneurship**, and may very well set you as an intrapreneur, or eventually as an entrepreneur yourself.

Benefits of Entrepreneurial Mindset

Find out the benefits you may reap in the long run when you start cultivating an entrepreneurial mindset early in your journey.

1. **Becomes more courageous to experiment.**
   If everyone were to just do what is required of them (adopting an "employee mindset" that does things by the book) **not only will the company stagnate, you yourselves will too.**

   An entrepreneurial mindset means **you're not afraid to experiment and take risks.** You're not afraid to try new things and make mistakes to learn from it and see potential where others may not. Make it a habit to question why things are done in a certain way and look for avenues to improve the current setup.
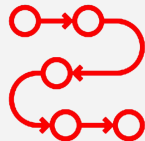
2. **Helps you recognize the importance of planning.**
   Having this mindset means you know the importance of **keeping moving forward with a meticulously prepared plan**. Being able to plan ahead and foresee potential problems will help you to stay organized and less stressed, which will lead to growth in your strategic and management capabilities.

Benefits of **Entrepreneurial Mindset**

3.   Defines yourself as a go-getter.
Having able to plan combined with the willingness to try will **help you to quickly identify problems and provide a timely solution**. You're not one to sit around and wait—you'll become more action-oriented.

4.   Opens up network.
Entrepreneurs are some of the most resourceful people. They are well connected and if they cannot get something done on their own, they will know **who to approach for help**. This opens up to so many opportunities and possibilities for you and your career.

5.   Understands the importance of value creation.
Lastly, thinking as an entrepreneur lead you to **know the importance of creating value, not only for your own and the company's benefit, but for the wider society** which will enjoy your products or services. This people-centric skill will set you up well for any path in career.

A Look at Some Intrapreneurship **Idea Generation Examples**

Gmail

Google is a familiar brand to every Internet users, being the number one search engine in the world, yet it doesn't stop them from exploring something new. The ubiquitous email tool "Gmail" that being utilized nowadays was one of Google intrapreneurship result product.

Google allows 20% time for personal project and gives large space for its employees to create and innovate from the existing resources and problems. Paul Buchheit, the creator of Gmail, whom worked independently and challenged himself to build the first version of the tool in 2001, finally was able to launch it on April 1, 2004. Gmail became the first email with a successful search feature and the option to keep all of your emails instead of having to delete them due to capacity limitations. Nowadays, communication is made easier via the tool, and anyone can have an email address ending in @gmail.com.
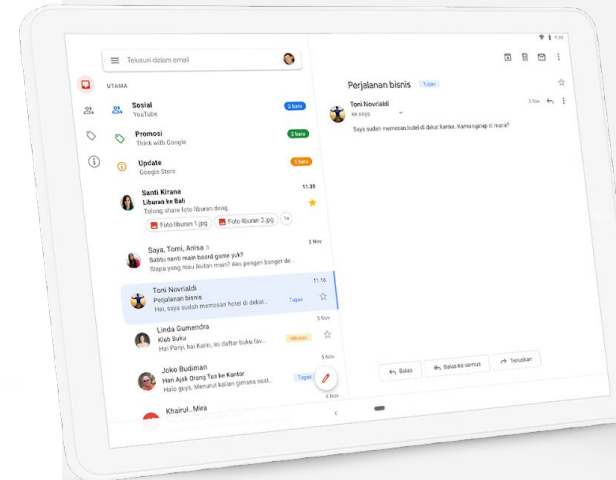
# A Look at Some Intrapreneurship Idea Generation Examples

3M's Post-It Note

The famous "sticky note", a must-have office equipment in office or education is a classic example of intrapreneurship at work. In 1974, a 3M engineer, Arthur Fry, spotted a spinoff idea from another 3M project. A special adhesive project was failing – but the resulting glue had a slight sticky quality.

Fry tried some of the failed substance to stick a note on a book and not only it worked, it was removable easily. The initial yellow color was from a piece of scrap paper in his 3M lab. This discovery became a major product, which is now known as 3M Post-It Notes.

3M's compensation for engineers includes innovation bonuses. And these scientists can spend up to 15% of their time pursuing their own choice to for new opportunities.
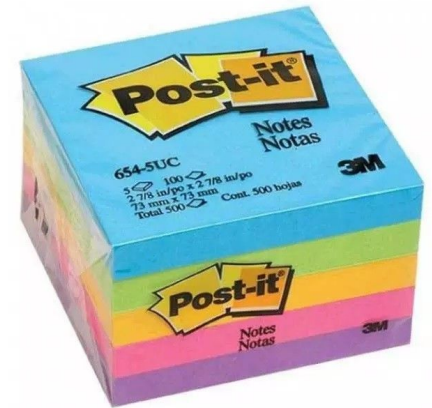
Be it by practicing entrepreneurship or intrapreneurship, how did these businesses develop their products in the first place so that we can enjoy it today?

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.

Minimum Viable Products, or MVP for short, a term that is commonly used by startups or early stage companies and projects.

This work process allows you to **test the market first with an initial product offering**, which is a slice of your product vision but has the core features, which is **aimed to validate or invalidate assumptions about the business model.**

MVP framework allows you to **quickly build and launch the minimum viable products to the customers with the least effort**, who in turn will tell you what they feel and want. As a result, you will **use the customer feedback to do product iterations and pivot as needed**.

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 eliminate risks out of your planned business model by testing and reviewing fundamental assumptions.

You may think that your idea will deliver a "better" product, but at the end of the day, **it is your customers who will have the final say**. If no one is willing to pay for your "better" product, then the idea is not right or require some further tweaks, which can ignite your next actions.

Due to its benefits-and-risk measurement approach, this work process has been adopted by a lot of organizations at all sizes and industries. **MVP process could be your starting line when you start manifesting your idea.**

The Importance of Building an MVP

Hence, based on these twin goals, it is important that you plan your MVP well as it will give you extensive benefits, including:

1.   **Clarity on the vision:** Starting out with a minimum viable product keeps you (and your team) **focused on the core functions and value of your product** that you are offering to your target customers and how it answers their needs.

2.   **Lower cost:** The cost of development will significantly be reduced due to the focus on keeping the product to a "minimum viable". MVP allows you to **make mistakes at the early stage when there is less to lose**.

3.   **Quicker release:** By keeping the product limited to the core features, the **development time for the product is reduced and allows a window for earlier market validation and analysis**. By releasing it quickly, MVP creates cash flow immediately to fund the development and iteration cost.

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The Importance of Building an MVP

4.   **Better understanding of your customers:** Market validation is the key of the MVP benefits. It stops you from spending huge amounts of time and money developing a perfect end product you THINK people would want, to instead produce a product you KNOW they want. By releasing it to the market quickly, you can gain valuable feedback from your early users. This feedback can **help you plan and prioritise what you can change about your product or business to become truly valuable for them.**

5.   **Stronger relationship with customer:** The customers can feel your product, begin to know of its value, and tell you what you need to improve. As customers feel involved in the development stage, and feel that the product is specially made for them, **you've started to form a customer relationship and build advocacy**. It's always better to launch a good product fast, rather than holding out for a perfect product.

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Creating a Minimum **Viable Product**

Cover these basic questions to get you going into planning your MVP.

"Why don't I change/do/introduce x?"
Start with a big vision asking: **"Why don't I ...?"**. Conduct market analysis to identify and demonstrate evidence one by one to found out if your ideas have legs to stand on, i.e. there is a need to create it.

What is my product?
Your idea has to change a game, reinvent a market, or maybe even make an existing business model obsolete. It doesn't have to be huge, but it needs **to be meaningful and bring value**. That said, once you have your big vision, you have to go from telescope to microscope, and think really small to create your minimum viable product or MVP.

What should my MVP accomplish at the bare minimum?
An MVP is the minimal product or service that a customer can derive value from (and pay for), or the minimum offering of your product or service that **addresses the core needs of the customer that they will pay for.**

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Illustrating MVP
Example 1

**Minimum Weak Product** → **Minimum Viable Product** → **Ultimate 'Dream' Product**
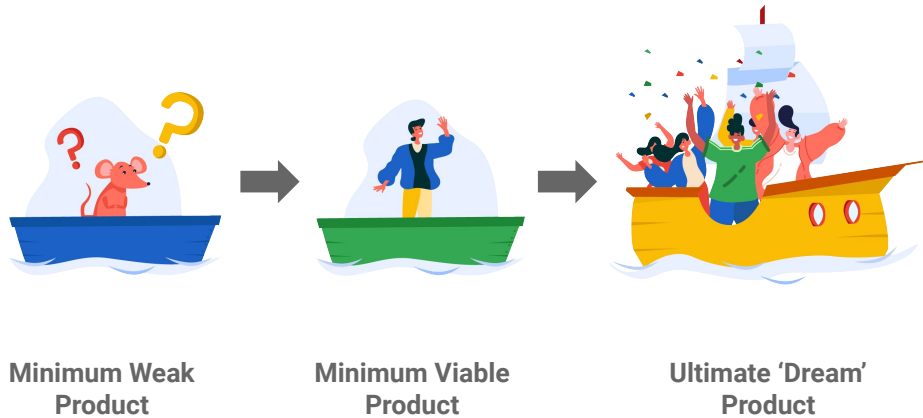
- **Situation and the Big Vision:** I want to build an effective transportation for my whole family so that we can sail the sea.
- **Testing:** I will test by making a "Minimum weak product (MWP)" - my first attempt. It is a small boat with smaller object on it to see if it can float safely for a long time. If it's successful, then I can move on. Through this process, I received feedback.
- **MVP:** The poor MWP can float with the basic setup. It has some grounds, now I will try to build my MVP - a small boat. I tried on it, and I can return home safely.
- **Iteration:** Now I will allow one of my family member to try on my small boat. I gained feedback from my family and build my confidence to continue.
- **Ultimate Dream Product:** As my MVP went well and I get more confident and feedback from my family, I now add sail so my boat can navigate the wind better. I upgrade my product even more to build my ultimate dream product—a ship.

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Illustrating MVP
Example 2

Situation and Vision → Testing → MVP

Iteration 1 → Iteration 2 → Dream Product
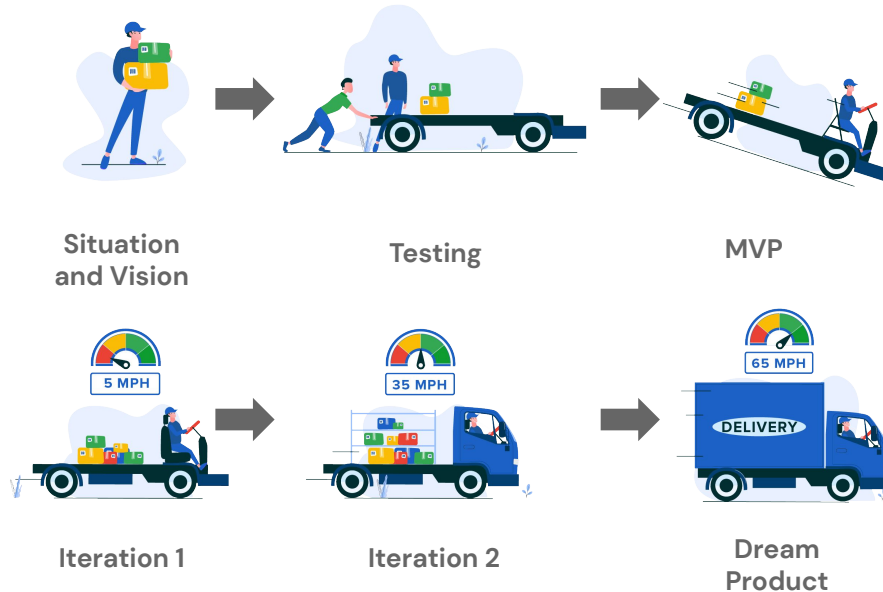
Example of a person operating a package delivery business

- **Situation and the Big Vision**
  Aris is an owner of a delivery company and he feels that the working procedure of his employees is too timely and costly due to having delivered the packages on foot. He dreamed of being able to deliver the packages to his customers within an hour.

- **Testing**
  He asked himself, "What product can benefit the end user (customer), but is not directly used by them?" With his employees, he attaches a wheel to a board and gives motion to the trolley to show the function of the wheel, while showing that the cart is able to handle multiple packages. The employees liked the idea of being assisted by the tool, but pushing the trolley still require considerable energy.

- **MVP**
  Now that the cart can handle weight and can move, he adds machinery, steering wheel, and replace the board with steel to the trolley so that it can move faster and handle even more weight with easier control.

Illustrating MVP
Example 2

Situation and Vision → Testing → MVP

Iteration 1 → Iteration 2 → Dream Product
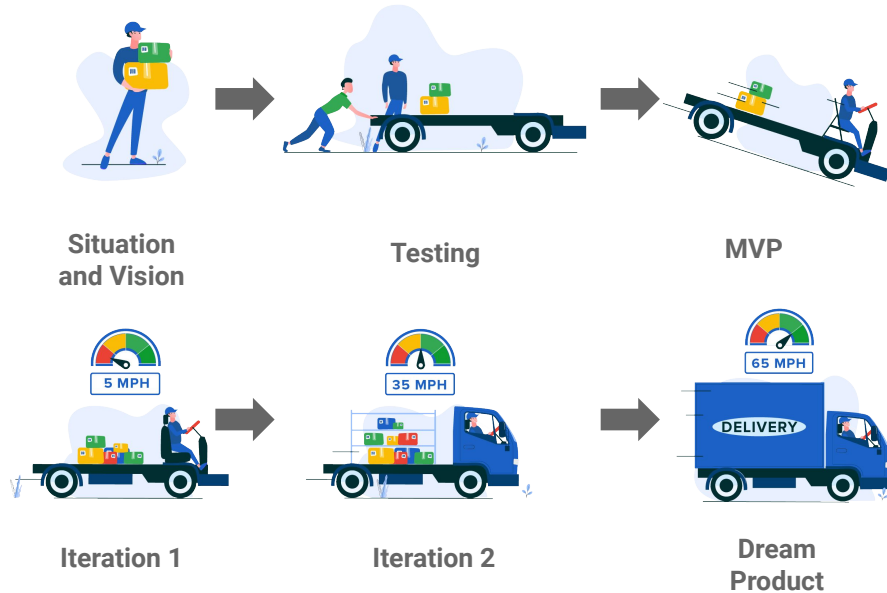
Example of a person operating a package delivery business

- **Iteration 1**
  He found out that the trolley moved rather slowly and has to be stopped manually. Next he adds fuel and brake system, which enables the trolley to move faster with even more useful control.

- **Iteration 2**
  One day it was very sunny and his employee almost collapsed and the packages became dry. With further iteration, Aris adds a cover on the driver seat and a cupboard to arrange the packages. However, the cart still moves to slow and when its raining, the package are at risk.

- **Ultimate dream product**
  Aris introduces cover with locks to the truck that is able to move at a fast speed, is fully covered and secured, and has a GPS added to it to provide direction. Aris has reached his vision.

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
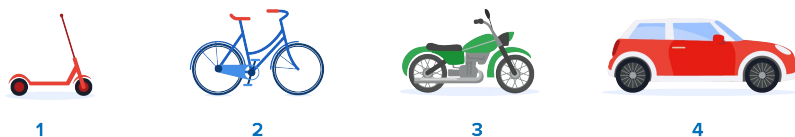
HOW **TO BUILD** A MINIMUM VIABLE PRODUCT

1   2   3   4

Image Source : How to Define an MVP. Product Coalition.

Top: Build the car's part one by one and assembly the parts to make a car. This requires tremendous time and effort which may deplete your energy and resources.

Middle: Build different types of vehicles that is not relevant to the end result—the car, which require different machineries and setups.

Bottom: Build the car's minimum weak product, MVP, and then iterate to build the ultimate dream product—the car.

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

Minimum Viable Product

Beauty
Usable
Reliabillity
Functionality

Wrong way to build MVP

Beauty
Usable
Reliabillity
Functionality
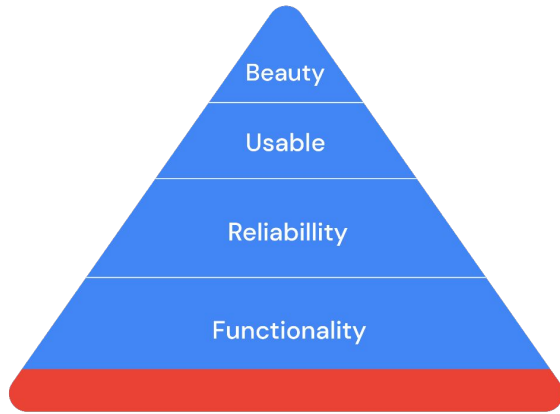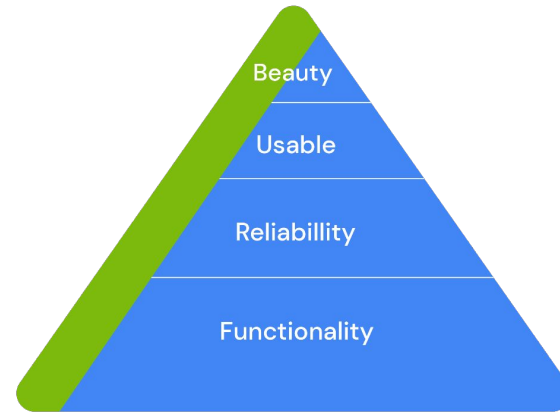
Right way to build MVP

Don't focus on perfecting each feature of your product, instead **find a product-market fit** and **conduct real-life experiments**.

Launch fast on a just-enough set of features, test it on the users, gather feedback, and iterate quickly.

Identifying 2 **Types of MVPs**

As we have learned, before you go deeper into your business plan, you need to check your assumptions about the MVP itself. According to N. Taylor Thompson, a Harvard Business School researcher, there are two ways for us to know whether we can continue with our ideas:

1. **Validating MVP/ Selling Your Idea**

   a. You approach people you think should be your target market and try to sell them a new product that is inferior to what you have planned or has not yet existed in order to prove your concept.
   b. If they are willing to pay you today to deliver a solution a month from now — there is a traction, and you could build a profitable business from that revenue you've received. This means that you have validated your MVP.
   c. Success proves your idea, but failure is inconclusive, as there may be other factors at work, e.g. unsuitable target market profile.

Example: Crowdfunding for products under development - eg. Kickstarter (Customers have to pay/sign up/subscribe even before the final product has launched).

Identifying 2 Types of MVPs

2. Invalidating MVPs / Creating Better Products

a. Offers a better project to the existing / currently running business model. This is only possible when the existing product/service is in poor quality, lower experience, or costly.
b. This approach requires more significant resource, as it exchanges scalability and low-cost for a customized and high quality prototype.
c. Can offer products with superior quality or better price point.
d. Failure (no one buys your idea) gives you a conclusive invalidation about your business idea, but success doesn't necessarily validate it.

Example: Smartphones

# Tips in Choosing Validating or **Invalidating MVP**

Take caution when you are testing out your assumptions about your MVP. Picking the wrong type of MVP might cause you to be stuck in solving the wrong problem.

Here are 2 scenarios that you can use to decide between the two approaches:

1. Business models with **significant competitors or market risk** should conduct an **invalidating MVP first,** to test whether customers have the appetite to buy a better or different product, rather than using validating MVPs and left wondering if people aren't buying because the concept is flawed or just because the product isn't yet good enough, or because you're targeting the wrong customers, or because the creative design is wrong. If it fails, then you need to move on.

2. Nonetheless, there are times when creating a better product from the get go **can be impossible**, especially if the product's value depends on the number of people using it (think of marketplace where there are buyers and sellers), in which case it is **more effective to show the inferior version and test the product's desirability**.

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

Step 1.
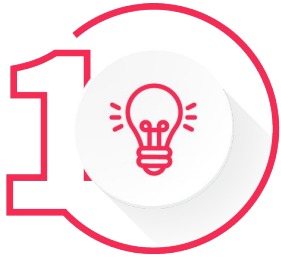
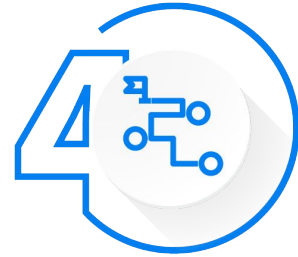Defining the Situation and the Problems to Solve

Step 2.

Defining your Product Vision

Step 3.

MVP

Creating your MVP

Step 4.

Create your Product Roadmap

If you get your product or service strategy right, the likelihood of your business being successful goes up exponentially. So let's really get this one right!

Strategizing your product

An MVP is the **minimum offering of your product or service** that **addresses the core needs** of the customers that they will pay for. No matter how groundbreaking your products/services can be, if they don't align with the needs of your customers, they will fail to sustain. Remember to **observe your target market and the environment you're operating in** before leading your product to fruition.

You have learned previously about defining key problems and key questions in critical thinking module. Refer to the Problem Definition Workflow. After you've identified a problem statement and a root cause, answer the following primary questions when defining the situations/problems to solve with regard to product development.

What is the solution you're offering to address the issue?

What benefits would they get by using this product?

What or which customers will make a purchase?

Which of the components is the most vital?

When will the products be realistically available?

Will the customers pay for this?

Strategizing your product

It is crucial that you understand **the entire vision of the product or service that you will offer**. This vision should be tangible and clear that you can share with your managers, teams, customers, or other stakeholders whenever they ask why your product should be developed and at which point you are heading to.

The key is that it shouldn't be limited to where you stand today. **It's about what you want to be, what you want to do, and what you want to offer to the broader society.**

Refer to the below principles to identify the **attributes of good product vision:**

1.
Tangible and realistic

2.
Attainable in the near future
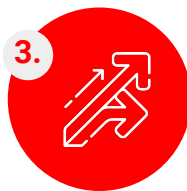
3.
Gives direction about the product's values
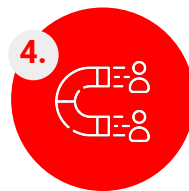
4.
Attract people onboard (customers, colleagues, employees, investors)

5.
Excites and inspires people to stay in the long run

Utilizing BHAG ('Bee Hag') to create a long-term goal of your product

Stands for a **"Big Hairy Audacious Goal"**, the approach will help you to create a clear and compelling goal that motivates you and your team to take action.

A BHAG statement clarifies **a clear long-term goal** that is meant to energize yourself and whoever is working with you together, enhance your commitment and capabilities, and push you to understand and rally behind a shared purpose to really make your product or service sticks.

As such, a BHAG statement must answer questions like:

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?**

Source: Built to Last: Successful Habits of Visionary Companies. Jim Collins and Jerry Porras. 1994.

Types of **BHAG**

BHAGs are meant to energize you to implement a big picture-type plan throughout the multiple, some might be difficult, stages in realizing your MVP. Divided into 4 broad categories, these may inspire you in creating your own BHAG when defining your vision **while keeping in mind the principles of good product vision characteristics**.

1. **Targeting**

   Targeting BHAGs refer to things such as becoming a unicorn, ranking #1 in the industry, or being the first mover. Example: Tesla set out to prove that electric cars are superior to gasoline cars and more sustainable.

2. **Role Model**

   Role-model BHAGs are about emulating the successful strategies of a well-known company and aspiring to be like them in their respective industry. Example: "We want to be the Tokopedia of X industry".

3. **Competitive**

   These BHAGs focus on overtaking your competitors, aiming often at beating the top companies in the industry. Example: A social media company wants to create a better experience for its users compared to the existing competitors and gain more sign ups twice beyond the competitor within the same period.

4. **Internal Transformation**

   Internal-transformation BHAGs are generally used by large, established companies to remain competitive by revitalizing their people and their business. Example: Digitalization of a bank to become one stop shop for all customers' payment needs.

Strategizing your product

After you have given direction to your idea, you can proceed to kickstart your MVP.
Here is a handy guideline that outlines the characteristics of good MVP as your reference:

1. **Focus on the problems you want to solve**
   In developing your MVP, make sure that you develop your MVP according to that problem you're trying to solve and the situation at hand.

2. **Prioritize the vital components/features**
   Create a list of components and features that you want to offer and identify the aspect of the products that the customer really need. Prioritizing is vital because you want to tackle the core issue faced by the customers and provide a strong offering that's really going to make your customer wants to use your product/service. Focus on the 'minimum viable' first.

3. **Ensure that the product is complete**
   Even though it's called an MVP, it doesn't mean that you can offer unfinished product to your customers. You have a reputation to uphold, and if the trust level is already gone from your first iteration, it will be harder to take it back in your future iterations.

Strategizing **your product**

After you have given direction to your idea, you can proceed to kick start building your MVP.
Here is a handy guideline that outlines the characteristics of good MVP as your reference:

4. **Be relevant in your product capabilities**

   Keep in mind that you have to be honest and be relevant about your product capabilities. You don't want to announce your product vision while underdeliver on the product itself because you fail to account your current capacity. Meanwhile, ensure that you always upskill yourself to meet the demands of the product.

5. **Marketability and relatability**

   Grab your customers' attention through your most unique element(s) that leaves them wanting for more, even if you know that the current product have potential for further updates. Have your customers try your product so you can gather feedback.

6. **Iterate Regularly**

   The rule of thumb is to always look at your competitors' pace. You don't want to lose out the momentum you have to other similar businesses. So iterate wisely but frequently based on your customers' feedback and your the market needs.

Strategizing **your product**

When your MVP has delivered enough value for users, you should **actively conduct market analysis and validation** by reaching out to customers and and understand what they want out of your product or service, what features resonate with them, what they want the product to be improved, or whether your idea really will work out in the long run.

Here are some tips on how to evaluate and scale your MVP:

1. **Identify customer needs through surveys, FGDs, crowdfundings**
   At the end of the day, customers will decide the results of your idea. Ask them: what aspect is satisfactory for them, where are you delivering enough value? Recall "Open-Ended Interview" in Critical Thinking Module to form your questions.

2. **Smoke Test**
   A smoke test is a form of trial. You can gather emails and invite beta testers to actually try the product. There are people out there all over the place that love to test out new things, new technologies, and new ideas.

3. **Look at other competitors to define market standard**
   This is really an important step because you need to know how low or how high the current threshold in the market is. You can use the knowledge to adjust and plan on which aspect you can enter next and how you can do it.

Strategizing your product

4. **Rebrand your angle**
    Based on feedback, you may choose to reposition your image to tell a new narrative to different customer segment rather than scrapping your existing product altogether. The key is to do it from your customer's perspective, not yours. it's all about the customer when we're dealing with MVP.

5. **Maintain focus**
    Under promise but over deliver—make it so customers don't question your promise. Take some of the most pressing customers' feedback and make sure you polish your product further. Don't promise to deliver everything, but introduce crucial updates that can sustain people's attention and avoid drawing complaints.
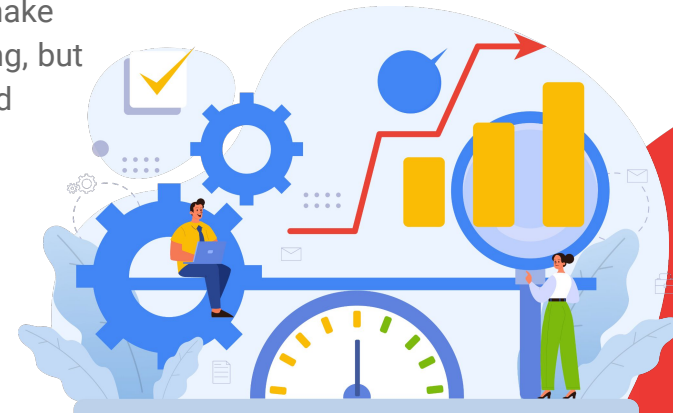
Twitter: Customers are the Real Developers of the Product

Twitter has become a social media platform that all of us recognize. Much like Facebook and Instagram, it has become a platform for users to share their voice and experiences. Different from how it is now however, back then Twitter was just an SMS (short message service) platform with social media elements.

It took years in developing their product for Twitter to get into their place now. The "Mention", "Retweet", and "Hashtag" features that are prevalent today were simply nonexistent back then. The now unique selling points of Twitter brought to life thanks to the observation on users' behaviour and the various feedback coming from them. Users wanted to mention each other and get notified. They wanted hashtags to categorize their tweets and find others in a similar line. They wanted retweets feature to share a reply. Twitter developers listened to these feedback, and the rest is history.

Watching customer feedback and implementing what they want on the product are the things that Twitter did in improving their MVP. When you have a solid product which allows your customers to take different actions, your customers will shape and use it according to their needs - not only the way you have designed it. This has progressed so much that now, Twitter has become a quick and convenient one stop shop for information.

Dropbox: Capturing Interest Early **by Starting Off Small**

Various cloud-storage services were already present when Dropbox was introduced, but many of them weren't exactly user-friendly. Dropbox's founder, Drew Houston, came off with the idea to create a service that would offer users a safe and secure storage solution focusing on simplicity, and Dropbox manages to achieve that.

Before even having a working product offered to the users, he and his team created a 30-second video that visually demonstrated their product's usability and key features. The video succeed to receive thousands of feedback from curious users and it was able to gain 70,000 email addresses of interested future customers.

Not only Dropbox successfully validated its original ideas, they minimized cost and time by conducting valuable market and customer research that allowed them to continue development based on customers' feedback. It has now hit over $1 billion in revenue while staying true to its initial vision.

Watch their demo [here](#).

Netflix: Listening to Customers Feedback and Predicting Lifestyle Shift

Netflix is an entertainment giant that we've become familiar with now, but when it first opened, Netflix was a movie rental service. Customers ordered movies on its website and received DVDs posted to them. Already, Netflix received high interest especially from people who didn't have nearby rental stores.

It took years in developing their product for Netflix to get into their place now. Getting the customers feedback and change the system from a movie rental service to a subscription-based business were some of the things that Netflix did in improving their MVP. Netflix received feedbacks that they should be available everywhere and not only physically: on computer, mobile phone, video game consoles, etc. Netflix took the feedback well, understood the shifting digital lifestyle and the advancing technology capability among the customers and start the partnership with more consumer electronics companies to launch their streaming service to allow them access the platform easily.

Netflix is now one of the biggest movie and TV streaming platforms, catering to millions of customers from all over the globe, and this all started from its vision to provide streaming video to people more easily.

Strategizing your product

At this stage, you have validated your MVP, received feedback, and have even more ideas on how to improve your product.

In any business, especially so in technology-related, having a product roadmap that details the next steps of your product is an absolute must. Not only it gives a **structured direction on your product update**, following on the priorities outlined in the roadmap will **improve customer relationship because you're able to deliver what they request**. This will in turn boost enthusiasm and attention among your existing customers and attract traction among the potential users due to your continuous innovations.

Read the following steps to create an excellent Product Roadmap:

1.   **Clearly define what you are going to deliver**

As in when working out your MVP, you need to be specific in what you want to focus and when you will realistically deliver it. It's not a laundry list of features, but rather the elements that become your priority based on your market need.

Strategizing your product

2. **Showcase business milestone**
   Having a roadmap isn't simply a to-do list, but it also serves as an evidence and recognition of your success and efforts. Hitting a milestone in a specified time means a step closer to realizing your vision and demonstrates your commitment, serves as a benchmark, and overall excellent for your portfolio. This is even more important if you are pitching your idea to your manager or an investor because they see that you're committing to your idea.

3. **Not too technical**
   A roadmap is not meant to be filled with jargons and industry-specific phrases. It should be digestible and easily understood by everyone inside and outside of the company that gives them clear information on where the product is heading to.

4. **Align other business roadmaps such as marketing or distribution roadmap**
   In a company, you will work with people in other divisions such as analytics, marketing, or supply chain. It is a good idea to merge your roadmap with theirs into multiple "tracks" so that everyone can know the expected delivery date for each track/deliverable and commit themselves to make progress to achieve the common goal.

"What, Where, When and How" Checklist

Use this simple checklist to get your roadmap planning going.

1. **WHAT**

   Describe your product, what is the product and the service itself, and describe at what stage you are now. The key is that you describe the 'what' as if you're talking to somebody that knows nothing about your business and nothing about your industry.

2. **WHERE**

   Where are you going, and where will you be in the future?

3. **WHEN**

   What is the timeline look like? When are you going to expand the product, when are you going to launch,
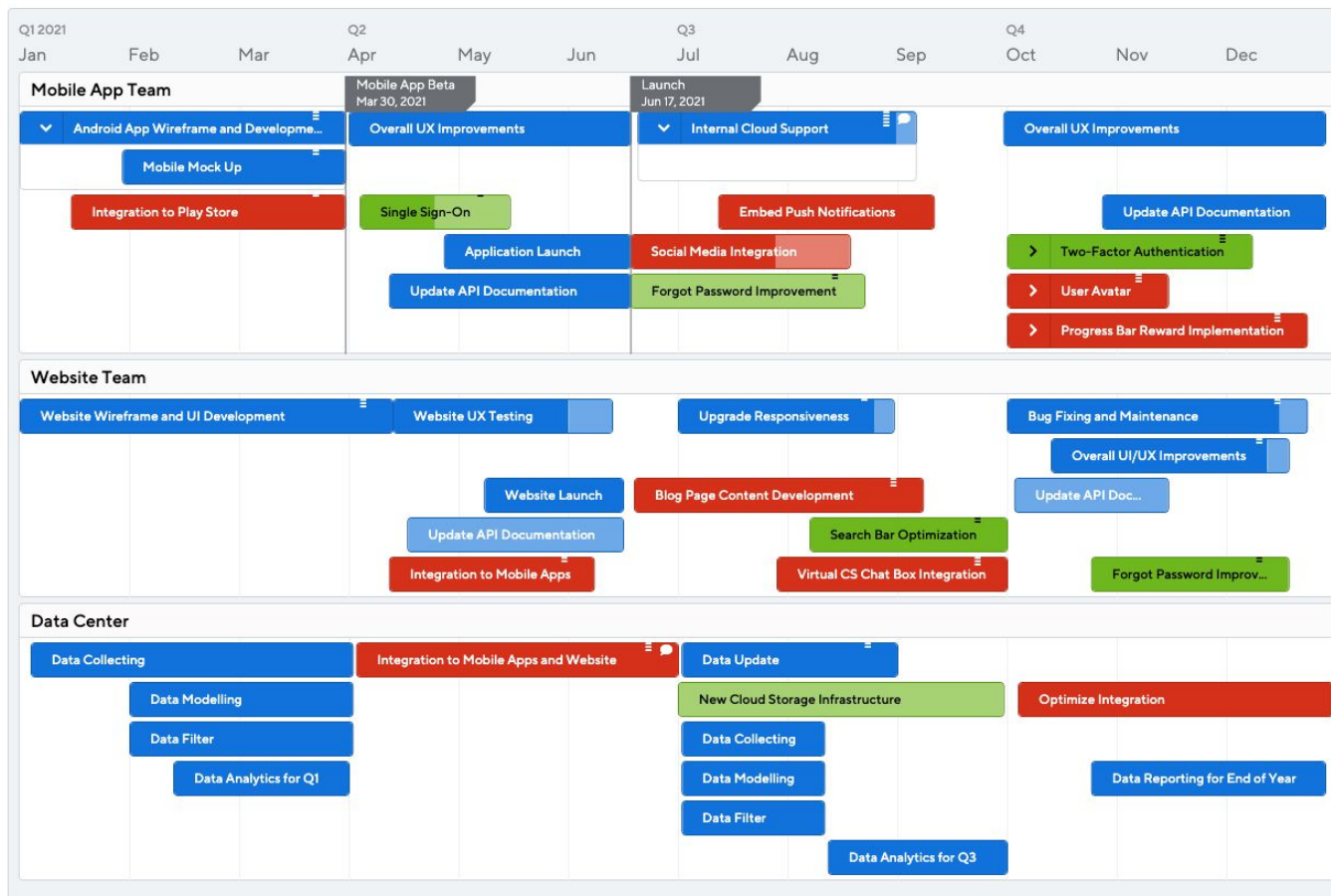   when will it be accessible for your customer.

4. **HOW**

   How are you going to execute the product strategy, how are we going to be the leader in our

   marketplace?

Product Roadmap

Strategic Goals
- 🔵 Enhance Performance
- 🔴 Internal Optimization
- 🟢 Security Improvements

Q1 2021 — Jan, Feb, Mar **Q2** — Apr, May, Jun **Q3** — Jul, Aug, Sep **Q4** — Oct, Nov, Dec

Mobile App Team

Mobile App Beta
Mar 30, 2021

Launch
Jun 17, 2021

- Android App Wireframe and Developme...
- Overall UX Improvements
- Internal Cloud Support
- Overall UX Improvements
- Mobile Mock Up
- Integration to Play Store
- Single Sign-On
- Embed Push Notifications
- Update API Documentation
- Application Launch
- Social Media Integration
- Two-Factor Authentication
- Update API Documentation
- Forgot Password Improvement
- User Avatar
- Progress Bar Reward Implementation

Website Team

- Website Wireframe and UI Development
- Website UX Testing
- Upgrade Responsiveness
- Bug Fixing and Maintenance
- Overall UI/UX Improvements
- Website Launch
- Blog Page Content Development
- Update API Doc...
- Update API Documentation
- Search Bar Optimization
- Integration to Mobile Apps
- Virtual CS Chat Box Integration
- Forgot Password Improv...

Data Center

- Data Collecting
- Integration to Mobile Apps and Website
- Data Update
- Data Modelling
- New Cloud Storage Infrastructure
- Optimize Integration
- Data Filter
- Data Collecting
- Data Analytics for Q1
- Data Modelling
- Data Reporting for End of Year
- Data Filter
- Data Analytics for Q3

Applying MVP Framework **in Corporates**

As we've touched base in the beginning of the module, MVP is widely used to validate a business model of early stage startups, but even if you work in the big corporates, the framework can still be utilized.

Imagine that you are working in a corporate and you would like to initiate a new business model that could have a huge impact on your company. This is how you can start to become an intrapreneur:

1. **Do your research — talk with your customer**

    It can't be stressed enough: **it's all about the customer.** Talk to them, and you may find new insights and more disruptive ideas to generate new innovations. You may see from a new point of view and observe how people use or why they don't use your product.

2. **Start with product vision**

    Envision how your idea **could help your organization reach new heights and help more people**. If you have an idea on how to test it without spending too much cost, talk to your managers and brainstorm how you can go through with it.

Applying MVP Framework in Corporates

3. **Engage more people in the company to be part of this idea**

    You don't have to keep your ideas secret because you're afraid that it will be stolen. Ideas are dime a dozen, but **what makes the difference is the execution**. Remember that you are all in the same team, working for the same goal. The more people are on board your project, **the more likely you'll get support and engagement**. Brainstorm your disruptive idea with the team.

4. **Do not be afraid of failure**

    Failure is not something to be afraid of. In fact, it's business as usual for many entrepreneurs. Test your idea and see what happens. If it meets the success criteria, invest more, but if not, move on and try other things. **Remember, it's not that you should try to fail, but instead you should try to learn**. You'll maintain your entrepreneurial mindset that way.

?

Did You Know?

Facebook's internal motto and development mantra:

Before

Move fast and break things

2014 to now

Move fast with stable infrastructure

To maintain the reputability of your company, users are expecting more than just a fast cycle of new development. Stability and security have also become two of the core functionalities that is expected at the minimum by users.

Once your product/service/company has grown, your product cycle also needs to adapt. Iterating your product to become even better is important. Don't stop, keep evolving.

Finding a path forward in the face of roadblocks

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Roadblocks to Realize Your Idea (1)

Question: **"How do I develop a product if it requires a specific coding or design skills to help build it?"**

- If you plan to create a MVP, the best option is to construct it using no-code technology. Nowadays, there are many options for codeless app development platforms. They are already customizable for you, which makes it quicker and cheaper to create web applications of any complexity. You can focus on executing your idea and delegate the technicalities to the available resources.

- Remind yourself that the MVP approach serves as a prototype, allowing you to reasonably show your idea with the current technology capability. For this reason, when you are talking to your customers, emphasize that the product and key features will expand from the MVP.

Examples of No-Code Builders to Support Your MVP Development

Wix is a website development tools that requires no code to build a full website. The users can just choose their interface, drop and drag features, and write their copy into the pages. It is similar to building blog page, now to have website is just that simple with WIX.

Mailchimp create an automation to send bulk mail, especially for newsletter use, to users' target audience or subscribers.

Zapier could integrate multi platform to make users manage database easier, it will automate the email registered and the step by step process for the user.

Figma enables users to create application interface and wireframe without really building it from scratch, it has template options and mock ups that user can use to build an UI with its desirable UX flow.

Roadblocks to Realize Your Idea (2)

Question: **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?**

In this fast-paced world, nothing is original.
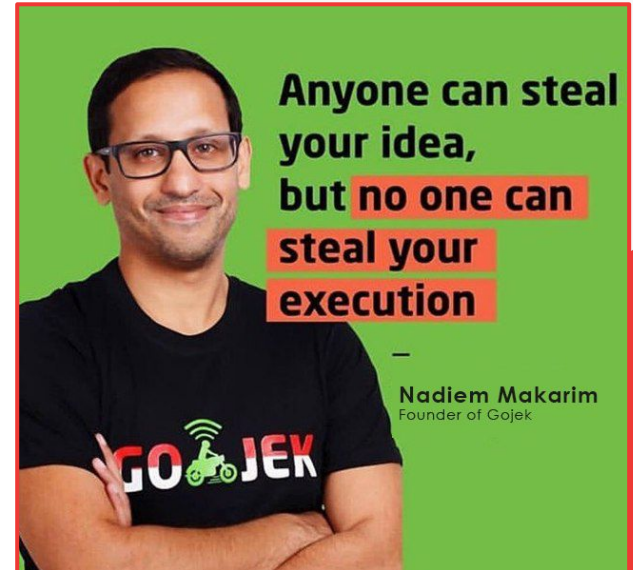We suggest that the best way to protect your idea is to have a best execution.

1.   **Don't overestimate the value of your idea.** Idea is just an idea; it hasn't amounted to anything yet. Therefore, there is no need to fear that your idea will be copied. Humans create on average 20,000 ideas in their lifetime; most of them are never executed.

Value is created by commitment, relentless, and execution.

2.   **Develop the best possible solution concept and presentation.** Plan well, use the available resources available to you. Don't let yourself be distracted from thinking about how much it'll cost, how much time you would need, or and what problems could occur.

3. **Find your co-founders: You don't have to do this alone.** Find smart people that compliment you and are onboard on your vision. Look for people that hate to do what you love doing and love to do what you hate doing.

4. **Build your MVP,** validate, and let the journey continues.

Anyone can steal your idea, but no one can steal your execution

— Nadiem Makarim
Founder of Gojek

How to Pivot?

Oftentimes, the world **does not go exactly the way you want it to be.** Especially when working with other team members, there will be disagreements or rejections that might occur during the process of building the MVP.

Test, explore, and untie your ego. Always keep in your mind that you have to be flexible and open to pivot. Great innovation often does not come in just one sitting.

Some tips to explore the ideas:

1. **Saying "Yes, and…?"** instead of saying "No" and block new opportunities. Listen first to get a broader point of view.

2. **Twist the ideas** while brainstorming and open yourself up to new possibilities. You can **use post it to write down all the wild ideas.** Work with what you have and explore.

3. **Practice growth mindset** and learn from your mistakes to rebound even higher. Don't let failures drag you down.

The Key to Break and Solve

To eliminate roadblocks and achieve success, you don't have to hold back or slow down your pace. Doubting yourself and thinking back and forth will lead you to nowhere but failure.

Instead of spending time in preparing, **dare to take actions and be agile.**

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

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Conclusion

1. **Define your core product, make it unique**
   Tell a story about your product, how you build it, how you have the idea, and make sure that it's unique. Something unique will draw customers, manager, investors, and other stakeholders' attention towards your product/service.

2. **Know your direction**
   Having a strategy itself is quite challenging, but as you already have your strategy, you need to review your current strategy to oversee the impact for your product in the future.

3. **Develop MVP and reiterate**
   It is very critical for your business to keep improving. Using MVP, you can always developing your product. But remember, ask yourself when you're about to improve your product: **is it really important and is it really needed?**

4. **Prepare a product roadmap**
   Be sure to have a product roadmap containing where your product is right now, where is it going, and what is your ultimate goals in developing your product/services.
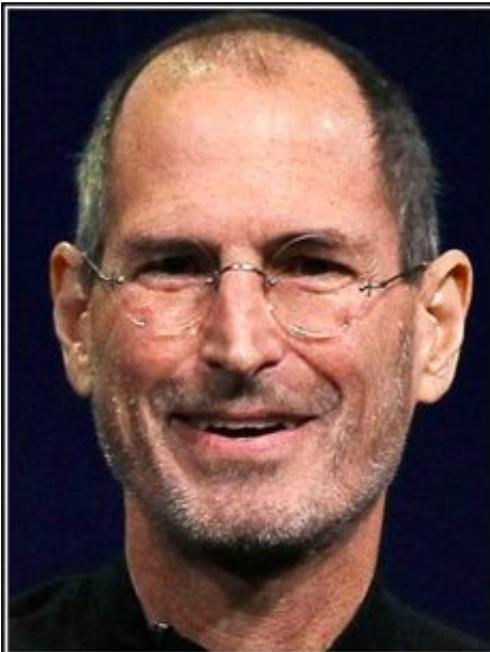
Start small, think big. Don't worry about too many things at once. Take a handful of simple things to begin with, and then progress to more complex ones. Think about not just tomorrow, but the future. Put a ding in the universe.

— *Steve Jobs* —

Thank You

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