

## MVP Gameplan for a Scalable Lead Generation Platform

Below is a practical, step-by-step MVP gameplan tailored for your AI-powered, datascraping-enabled lead generation platform. This plan is structured to deliver a usable product within 3–4 months, focusing on core value and rapid feedback<sup>[1] [2] [3]</sup>.

### 1. Ideation & Planning (Week 1–2)

- **Define Target Audience:** Profile your ideal business owner clients and their pain points<sup>[3]</sup>.
- **Market Research:** Analyze competitors, validate demand, and identify gaps your MVP will fill<sup>[3]</sup>.
- **Feature Prioritization:** List all possible features, then select only *must-have* features for launch (e.g., automated lead scraping, basic enrichment, simple outreach)<sup>[3]</sup>.
- **Success Metrics:** Decide how you'll measure MVP success (e.g., number of leads generated, outreach response rate).

### 2. Design & Prototyping (Week 3–4)

- **Wireframes & User Flows:** Sketch the user journey for sourcing leads, verifying contacts, and launching outreach.
- **UI/UX Design:** Develop simple, intuitive interfaces for core workflows<sup>[1] [2]</sup>.
- **Prototype Testing:** Validate flows with a handful of target users for feedback.

### 3. Development (Week 5–10)

- **Set Up Core Stack:** Deploy Docker/Kubernetes for portability; set up Node.js/Python backend, React frontend, and PostgreSQL/MongoDB for storage.
- **Integrate Datascraping:** Connect ZenRows, PhantomBuster, or similar for scraping; automate with [Make.com](#) or n8n.
- **Basic Enrichment & Verification:** Integrate [Apollo.io/Clay](#) for enrichment and NeverBounce/ZeroBounce for email verification.
- **Outreach Module:** Build a simple campaign creator for personalized email sequences.
- **Minimal CRM Integration:** Sync leads to Google Sheets or Airtable for MVP simplicity.

## 4. Testing (Week 11–12)

- **Functional Testing:** Ensure scraping, enrichment, and outreach workflows operate as intended <sup>[1]</sup> <sup>[2]</sup>.
- **User Acceptance Testing:** Recruit a small group of real users to validate the end-to-end process.
- **Bug Fixes & Iteration:** Address critical issues and polish the user experience.

## 5. Deployment & Feedback (Week 13–14)

- **Cloud Deployment:** Use Docker/Kubernetes to deploy on AWS, GCP, or DigitalOcean.
- **Landing Page & Onboarding:** Set up a simple landing page and onboarding flow to attract early adopters.
- **Collect Feedback:** Use analytics and direct user feedback to identify pain points and opportunities for improvement.

## 6. Iterate & Plan Next Steps

- **Analyze Results:** Review engagement, lead quality, and campaign effectiveness.
- **Prioritize Enhancements:** Based on feedback, plan for next features (e.g., advanced analytics, multi-channel outreach, deeper CRM integration).

## Sample Timeline Table

Phase	Weeks	Key Deliverables
Ideation & Planning	1–2	Audience, features, success metrics
Design & Prototyping	3–4	Wireframes, UI/UX, prototype
Development	5–10	Core workflows, integrations
Testing	11–12	QA, user testing, bug fixes
Deployment & Feedback	13–14	Cloud deploy, feedback loop

### In summary:

Focus your MVP on automated lead scraping, enrichment, and basic outreach, using proven tools and modular architecture. Move quickly through planning, design, and development, then iterate based on real user feedback to ensure your platform is solving the right problems and ready to scale <sup>[1]</sup> <sup>[2]</sup> <sup>[3]</sup>.



1. <https://www.netguru.com/blog/mvp-timeline>

2. <https://adamfard.com/blog/mvp-timeline-how-long-should-it-take-to-build-an-mvp>

3. <https://www.linkedin.com/pulse/ultimate-guide-building-mvp-2025-f22-labs-vvbec>