


TURNING GOOD IDEAS INTO GREAT PRODUCTS YOUR CUSTOMERS WILL LOVE

*Or, how to use 3rd party services to power your
startup... Bonus — sometimes they're free!*

- 
- What is MVP
 - Before you build anything...
 - Customer validation
 - V is a magic letter

.....

- Design (UI and UX)
- Smokescreen
- Flintstones / Wizard of Oz
- Concierge
- Pre sales
- 3rd Party
- Please don't use Wordpress

MVP

HOW TO BUILD A MINIMUM VIABLE PRODUCT

NOT LIKE THIS



1

2

3

4

LIKE THIS



1

2

3

4

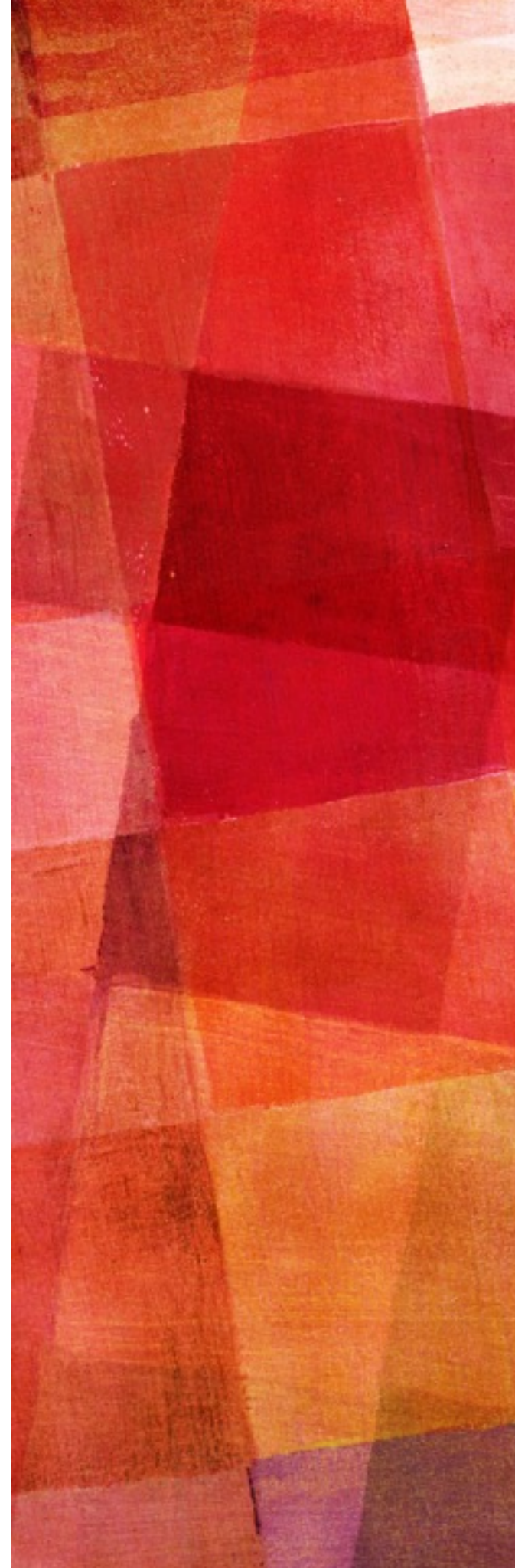
5

“

A great market is commonly defined by:

- a large number of potential users
- high growth in # of potential users
- ease of user acquisition

— *Andrew Chen*



VIABLE

adjective: viable

1 capable of working successfully; feasible.

PRODUCT

noun: product

1 an article or substance that is manufactured or refined for sale.

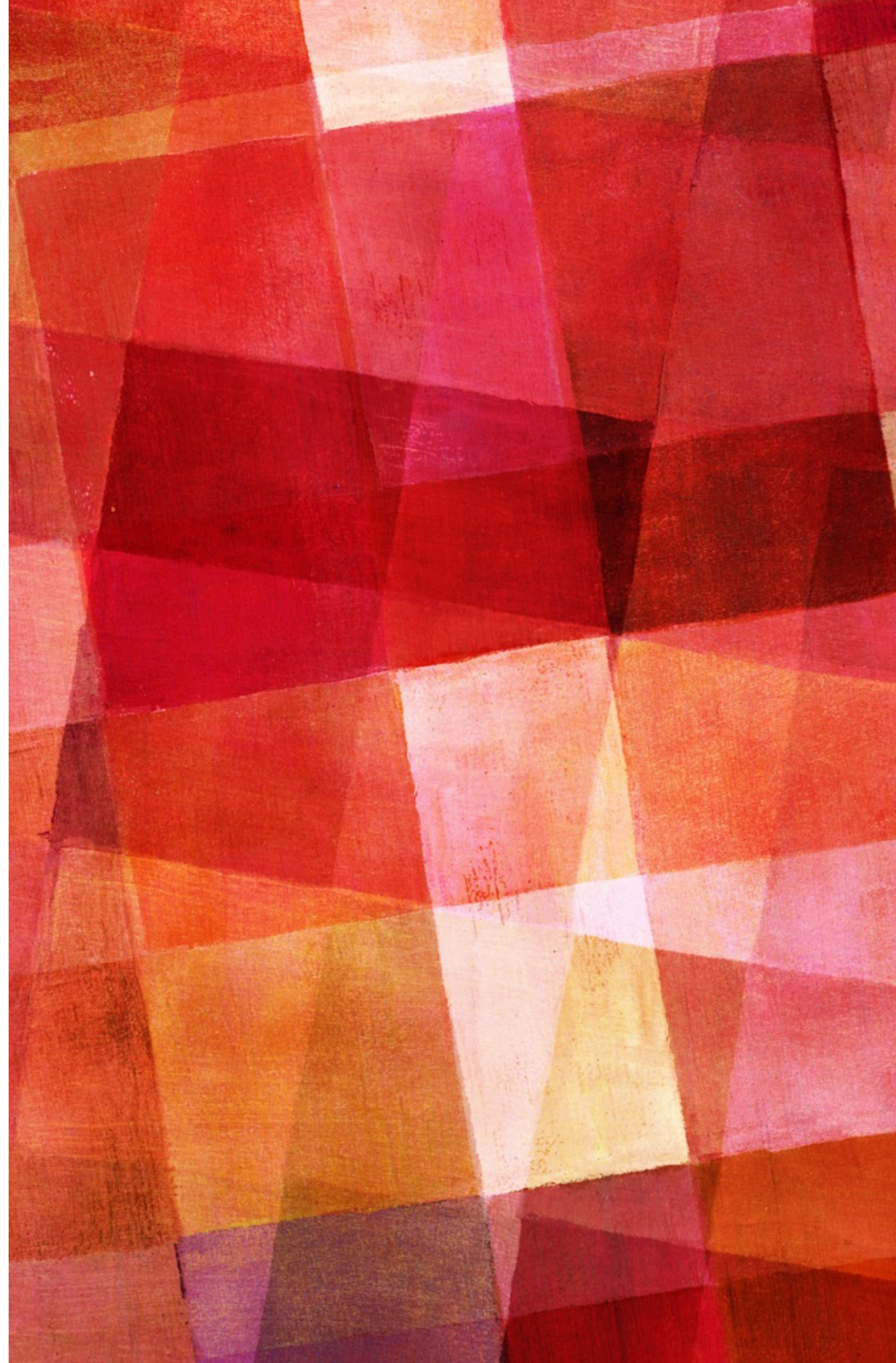


END BORING STUFF


*Let's assume you've found a great market and
your customers are validated...*

DESIGN

- The UI design is very important
- User journey > Functionality
- Understand what the point of the MVP is
- Include one, clear, repeated call to action
 - Sales?
 - Pre registrations?
 - Email signups?
 - Instagram follows?




SMOKESCREEN

Tweet more consistently with  **buffer**

- 1 Choose times to tweet.**
For example, 3 times a day at 9:30, 13:30 and 17:30.
- 2 Add tweets to your buffer.**
Manually or with our handy browser extensions.
- 3 buffer does the rest. Relax.**
We tweet for you. Just keep that buffer topped up!

[Plans and Pricing](#)

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Tweet more consistently with  **buffer**

Hello! You caught us before we're ready.

We're working hard to put the finishing touches onto buffer. Things are going well and it should be ready to help you with Twitter very soon. If you'd like us to send you a reminder when we're ready, just put your email in below:

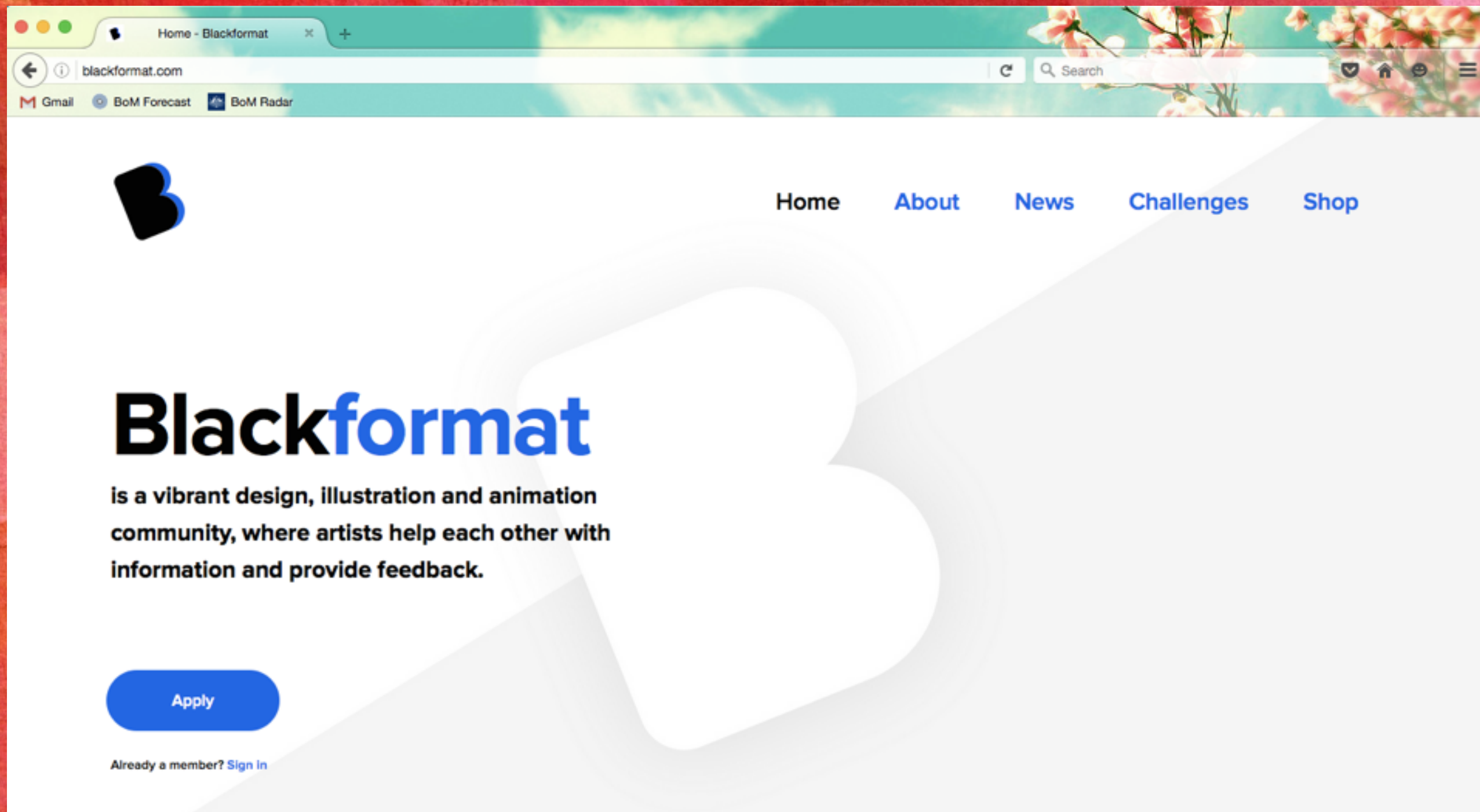
[Remind me](#)

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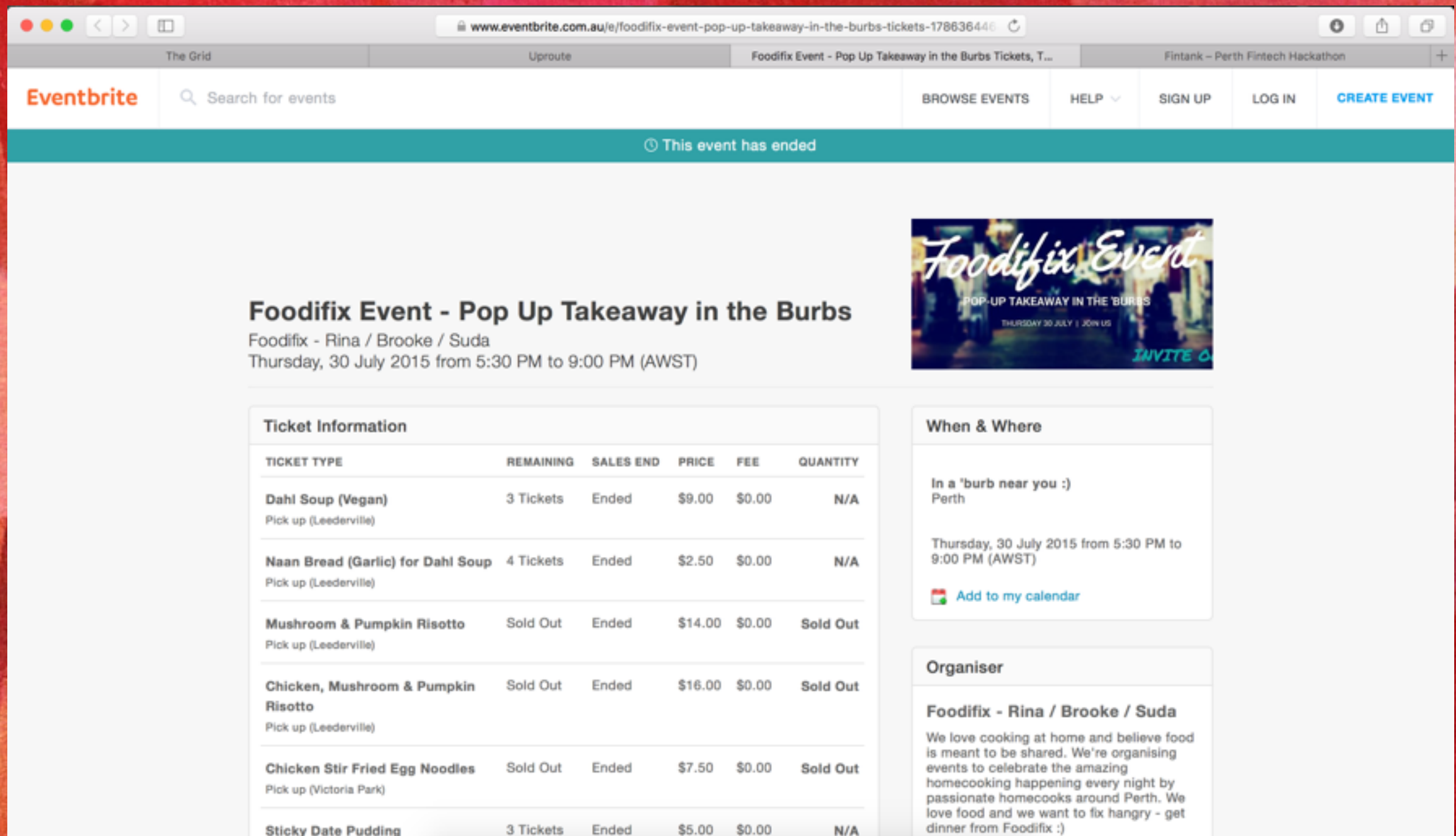


**SMOKESCREEN —
MAKE YOUR AUDIENCE
WANT TO CONVERT**

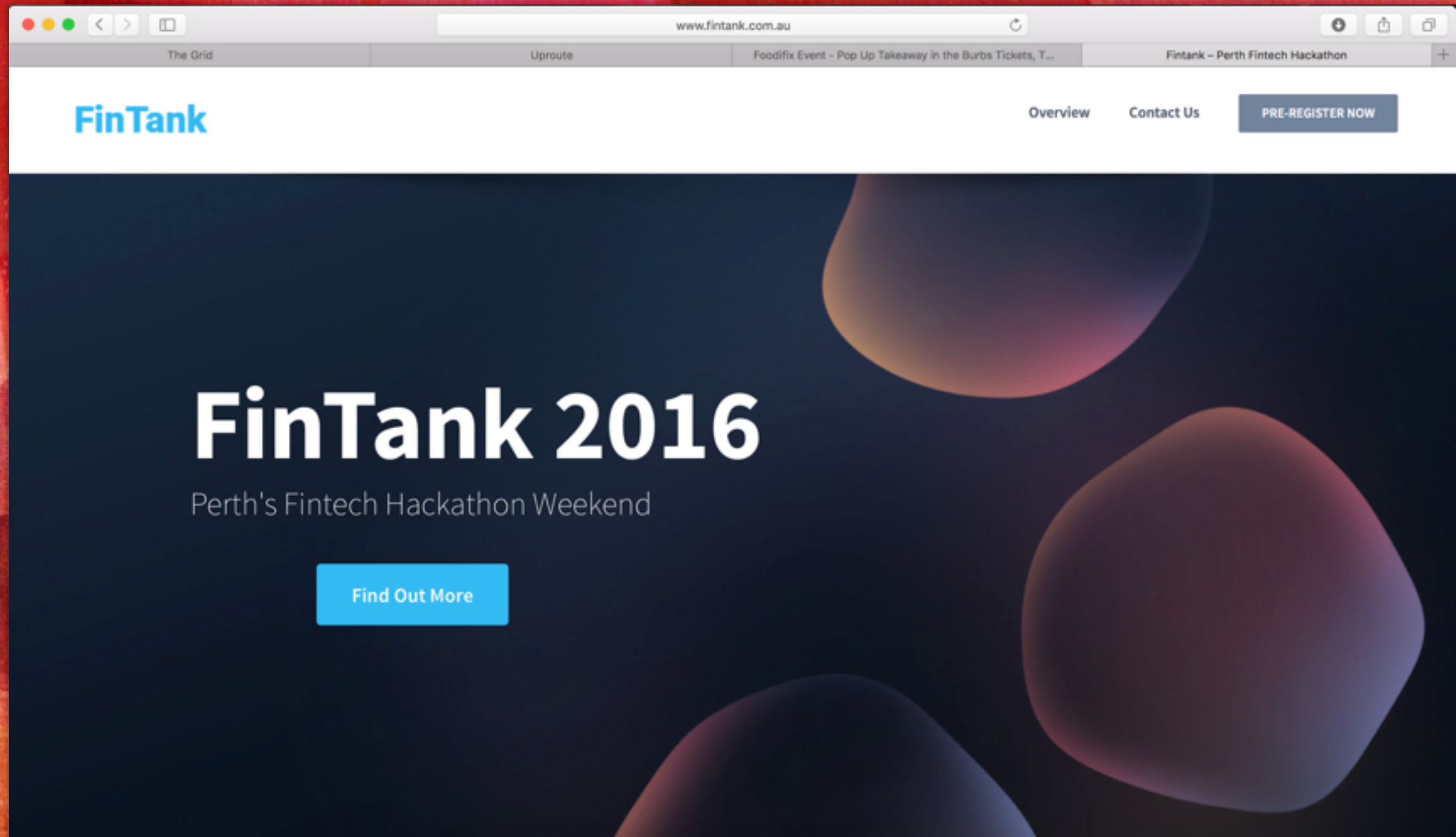
FLINTSTONES



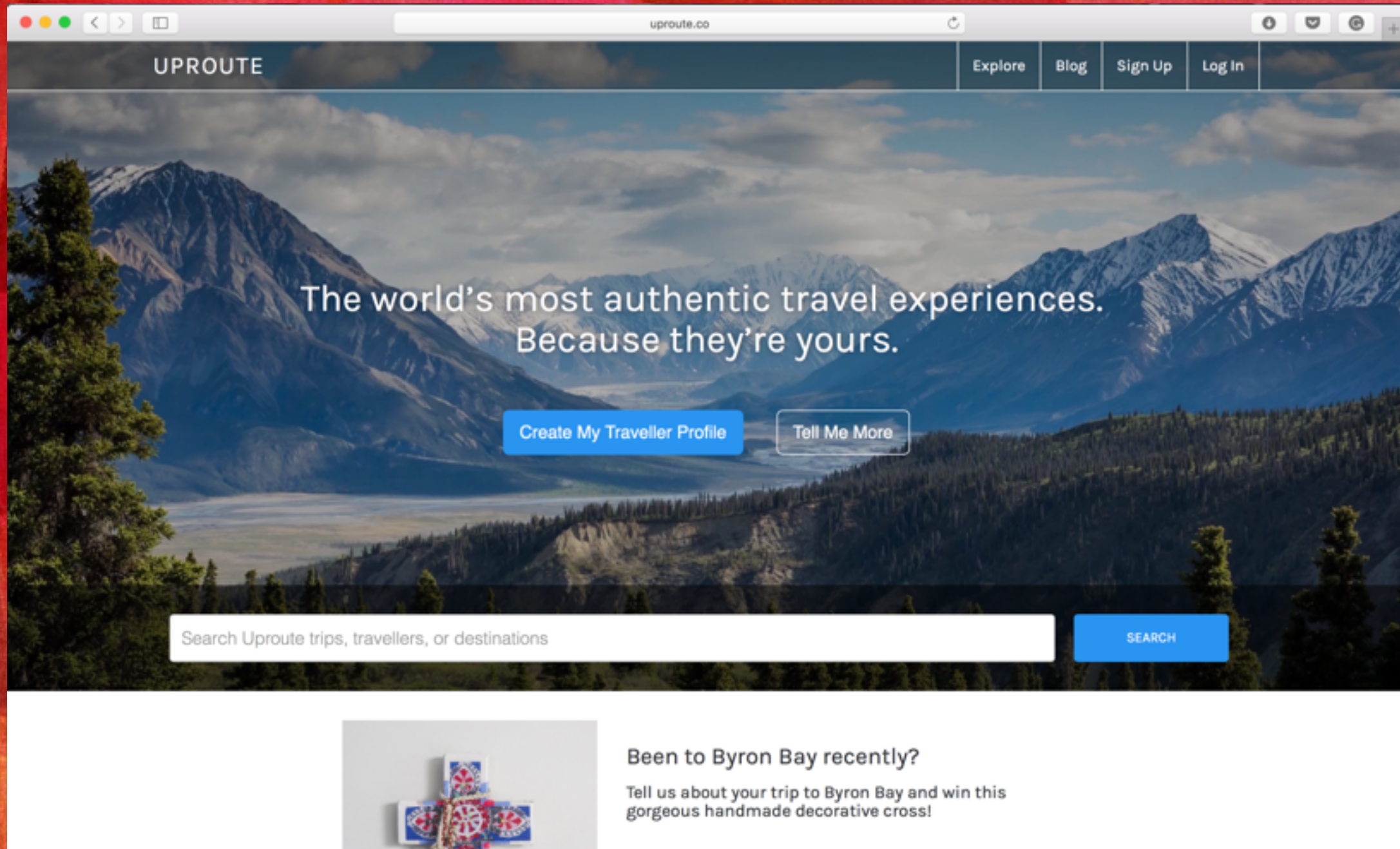
CONCIERGE



PRE SALES



FLINTSTONES





EXAMPLES OF 3RD PARTY LIFESAVERS

- Any marketplace idea, check out Sharetribe (e.g. Air Bnb for...)
- Any data input / output idea, check out Typeform
- Any supply / demand idea, Eventbrite could work

Indispensable Tools

Zapier

<https://zapier.com>

IFTTT

<https://ifttt.com/>

Typeform

<https://www.typeform.com>

Heap

<https://heapanalytics.com>





RULE OUT 'FEATURE CREEP'. BE RUTHLESS.

MAKE DATA BASED DECISIONS

TRY NOT TO USE WORDPRESS!

HANG OUT ON QUORA

BUDDHIST CONCEPTS APPLY TO STARTUPS



Further Reading

The Mom Test by Rob Fitzpatrick

<http://momtestbook.com>

LIFFFT on how to do customer validation

<https://www.youtube.com/playlist?list=PLPENX6qYXRfGujO-4D-tozlKkKK9L3l0H>

Andrew Chen on market validation

<http://andrewchen.co/when-has-a-consumer-startup-hit-productmarket-fit/>

Quora

<https://www.quora.com/Are-there-companies-that-provide-white-label-marketplace-software>

Buffer smokescreen MVP example

<https://blog.bufferapp.com/idea-to-paying-customers-in-7-weeks-how-we-did-it>

Dropbox video MVP example

<https://www.youtube.com/watch?v=w4eTR7tci6A>

<https://techcrunch.com/2011/10/19/dropbox-minimal-viable-product/>

Sharetribe

<https://www.sharetribe.com>





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<http://mead.fm/talks/mvp>

