


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

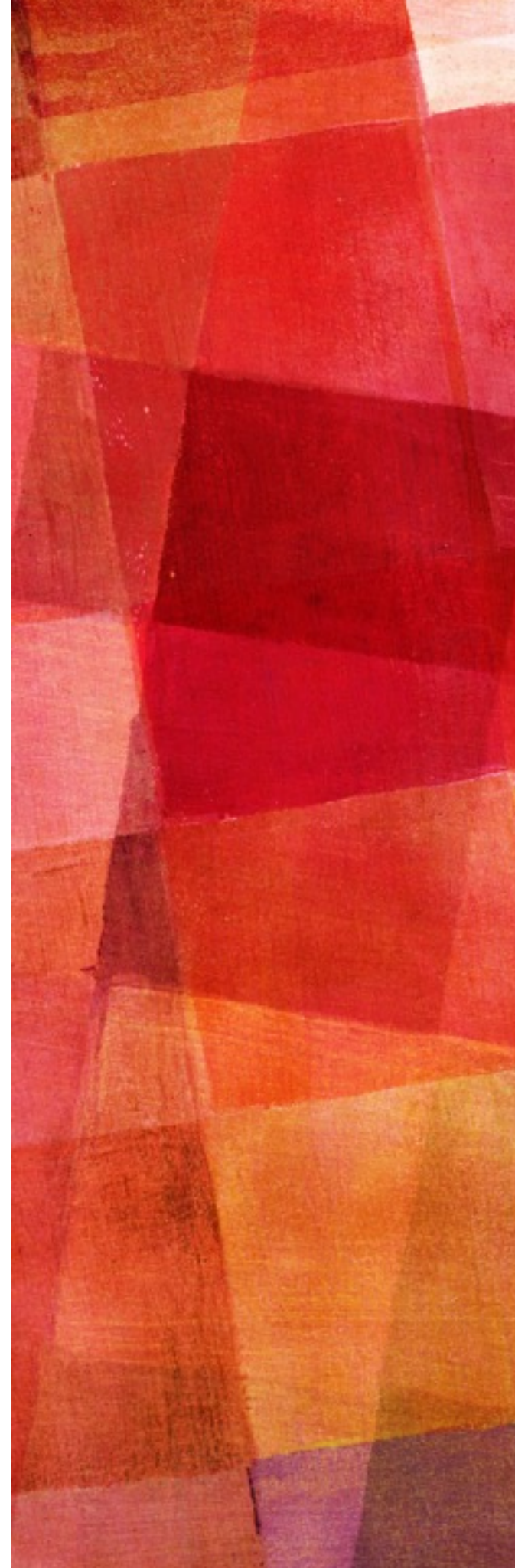
5

“

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

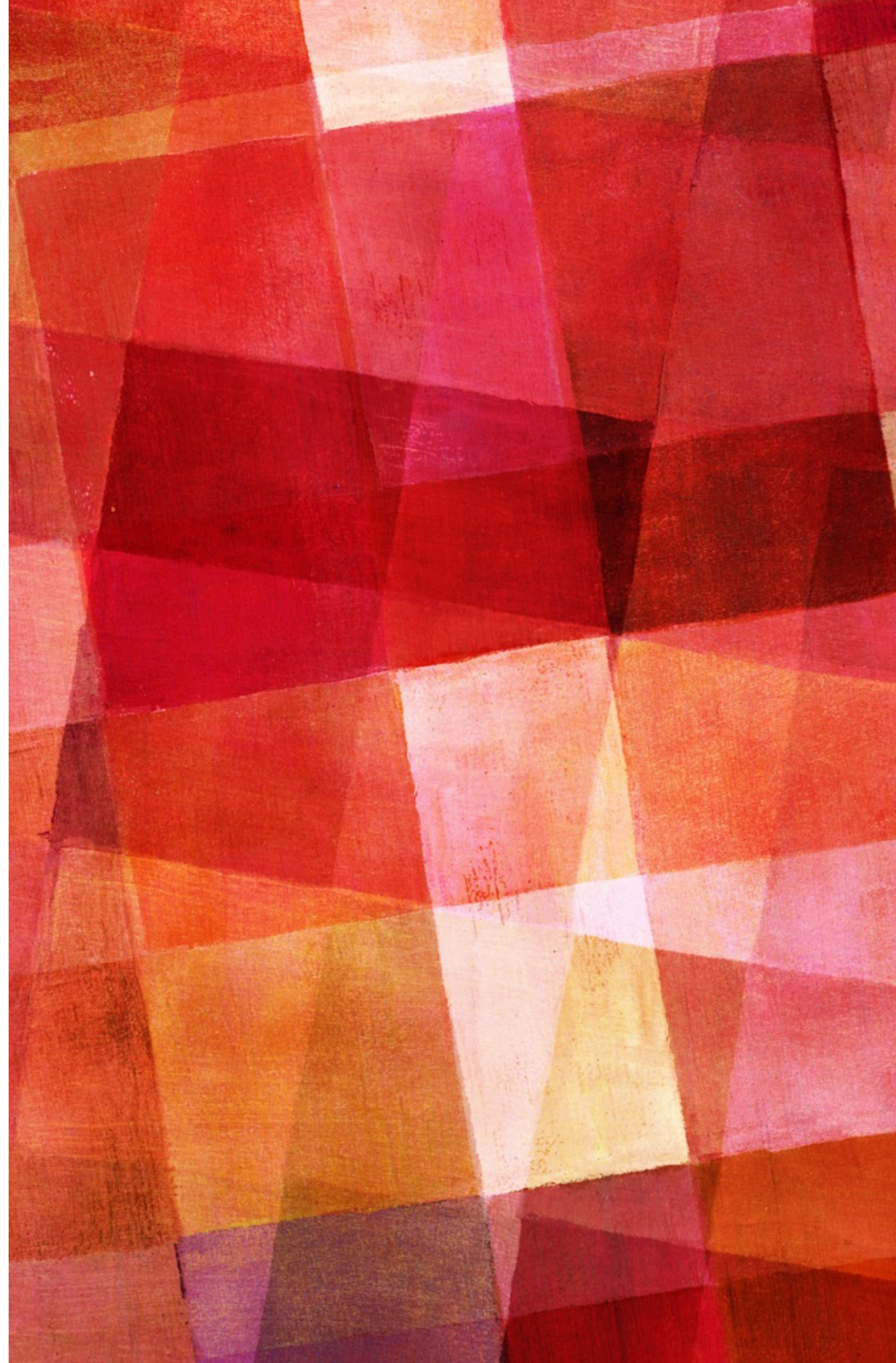
1 an article or substance that is manufactured or refined for sale.



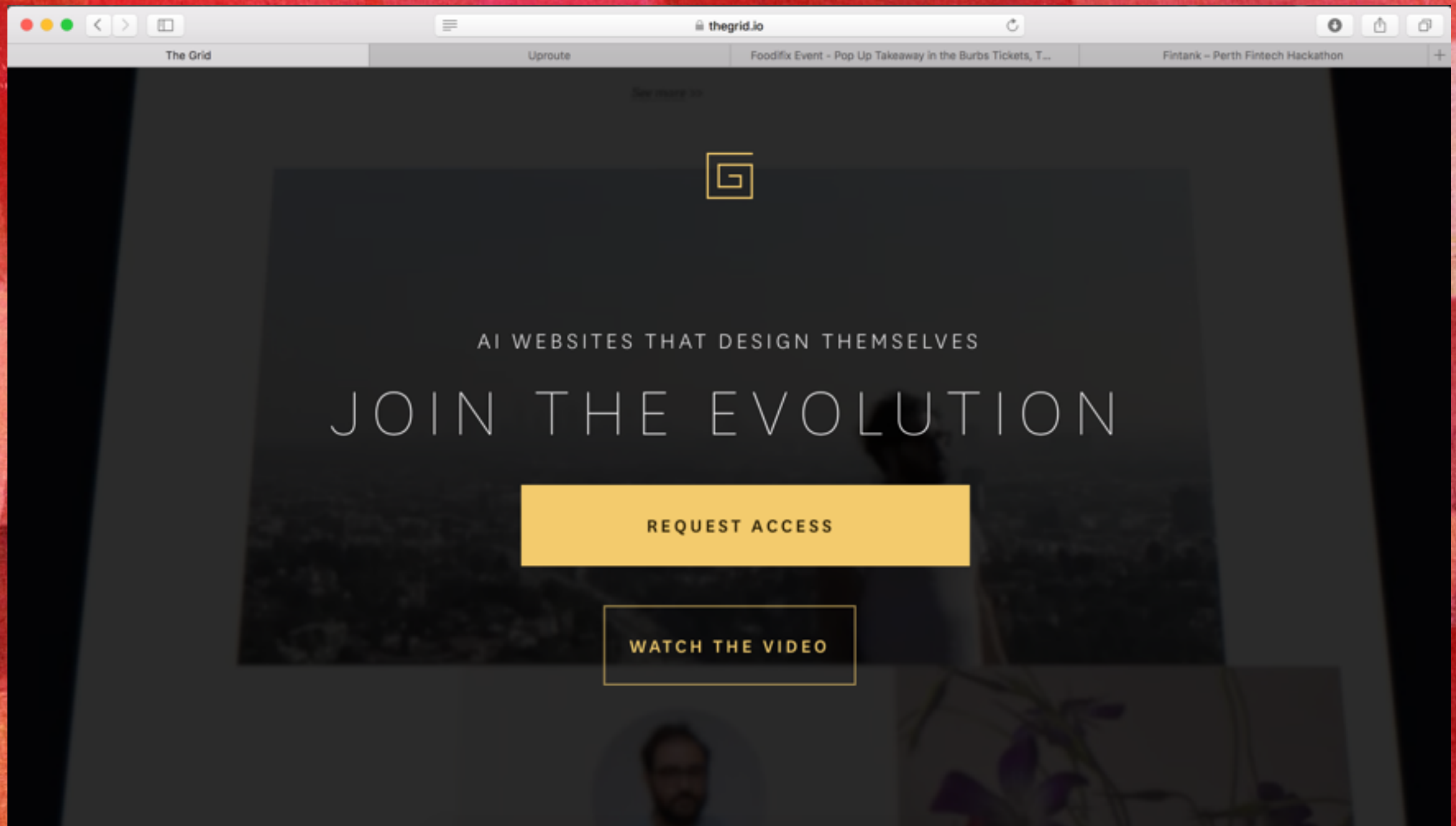
HALF TIME

DESIGN

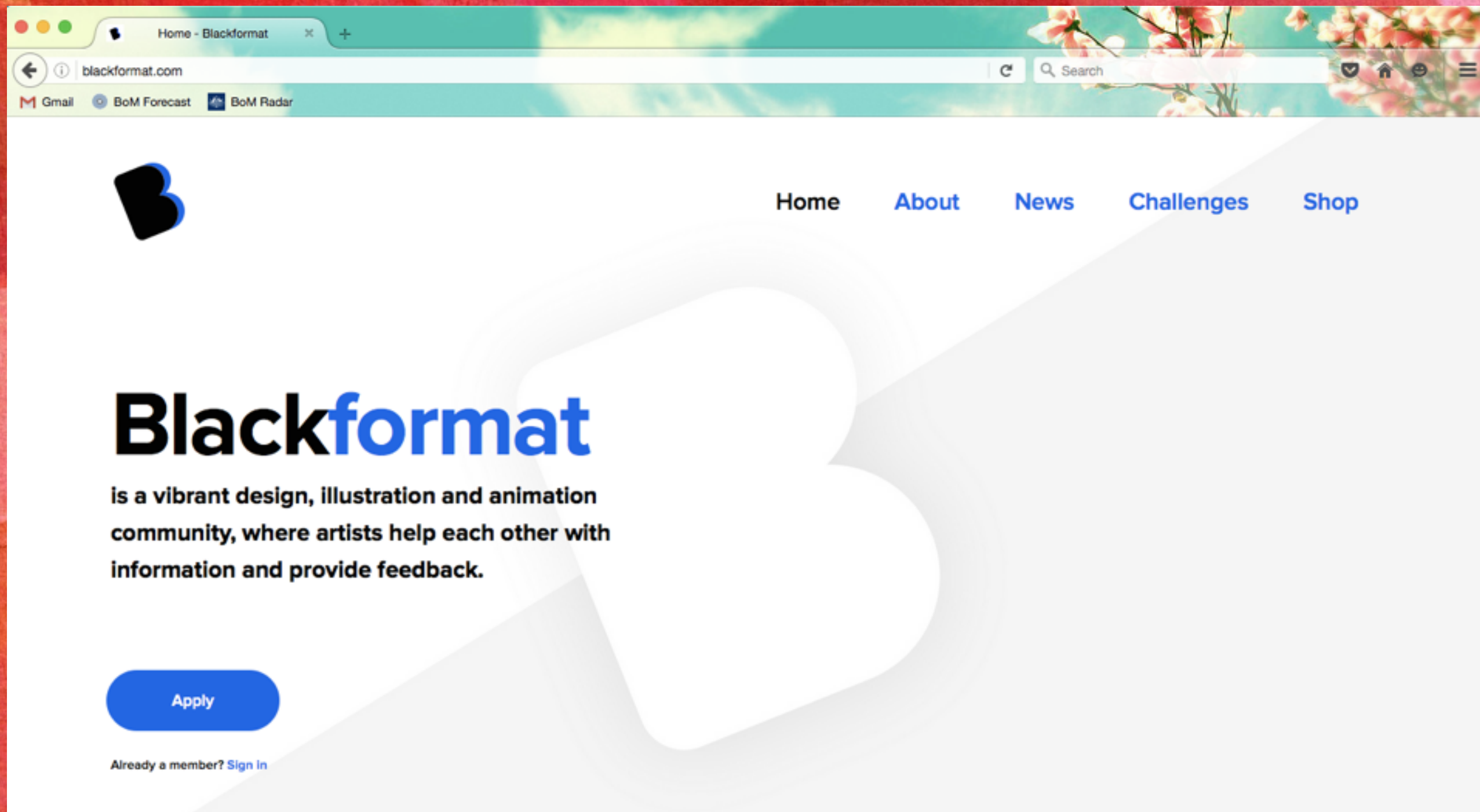
- The UI design is very important
- User journey > Functionality
- Understand what the point of the MVP is
- Include one, clear, repeated call to action
 - Sales?
 - Pre registrations?
 - Email signups?
 - Instagram follows?



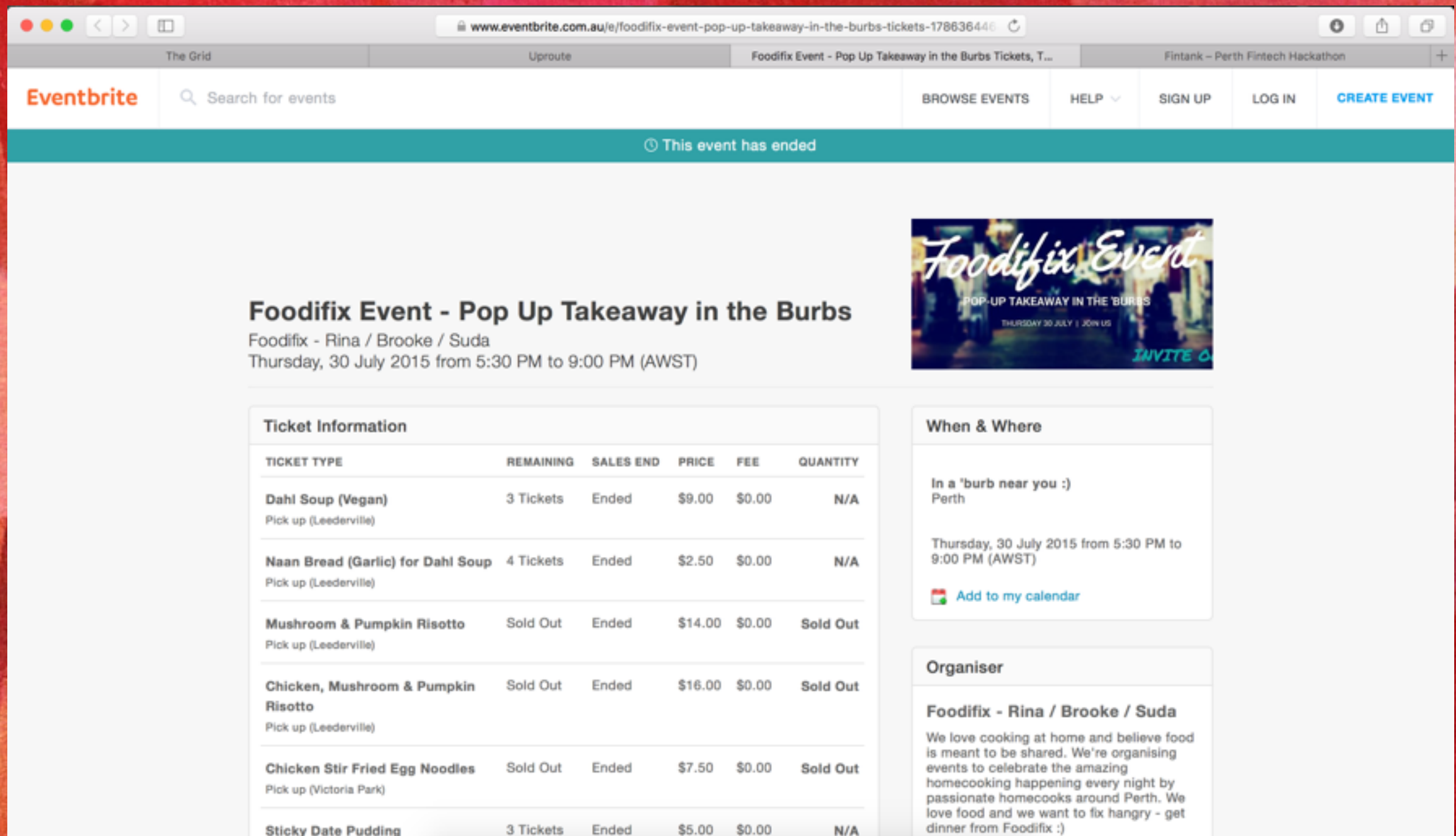
SMOKESCREEN



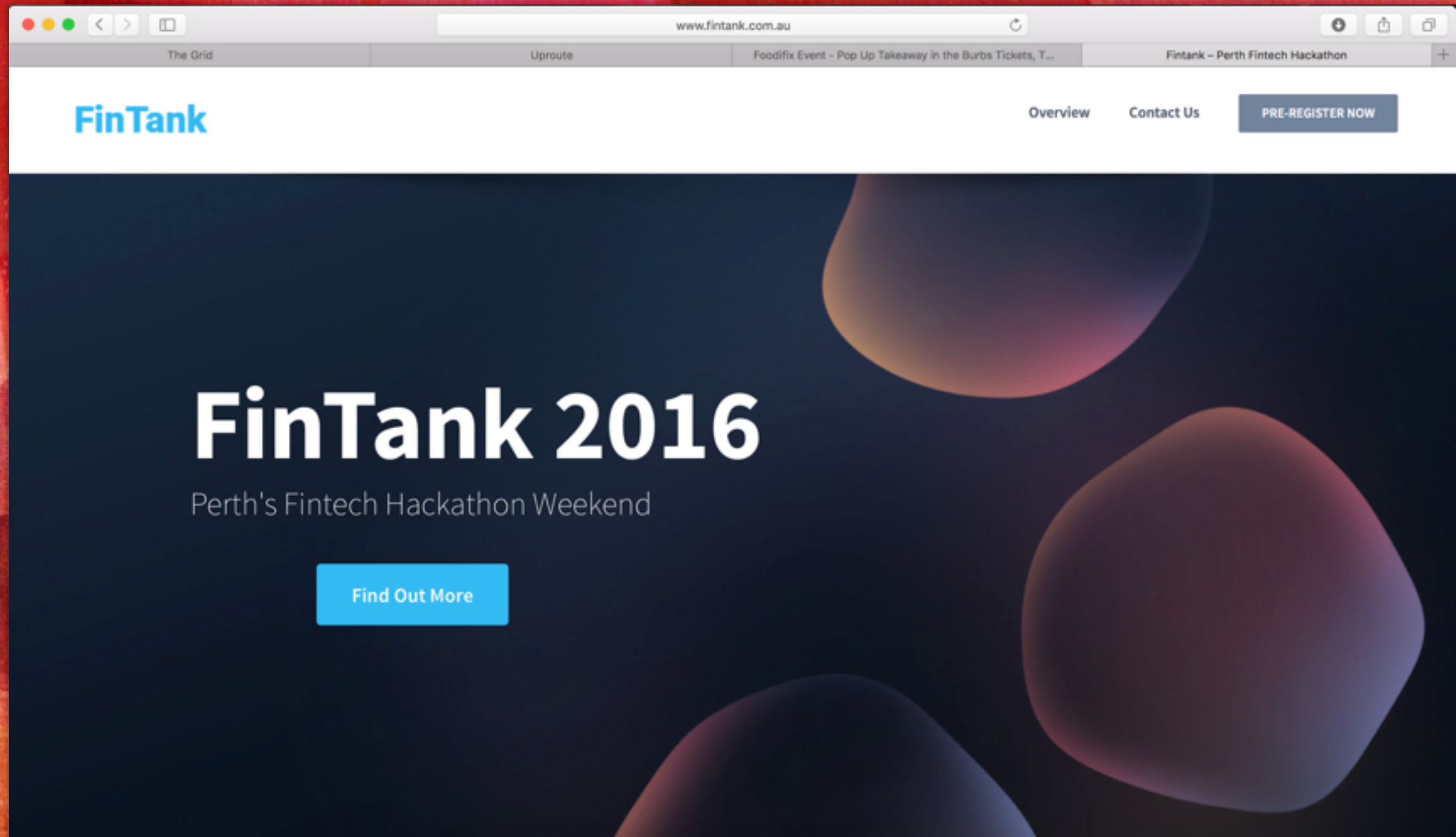
FLINTSTONES



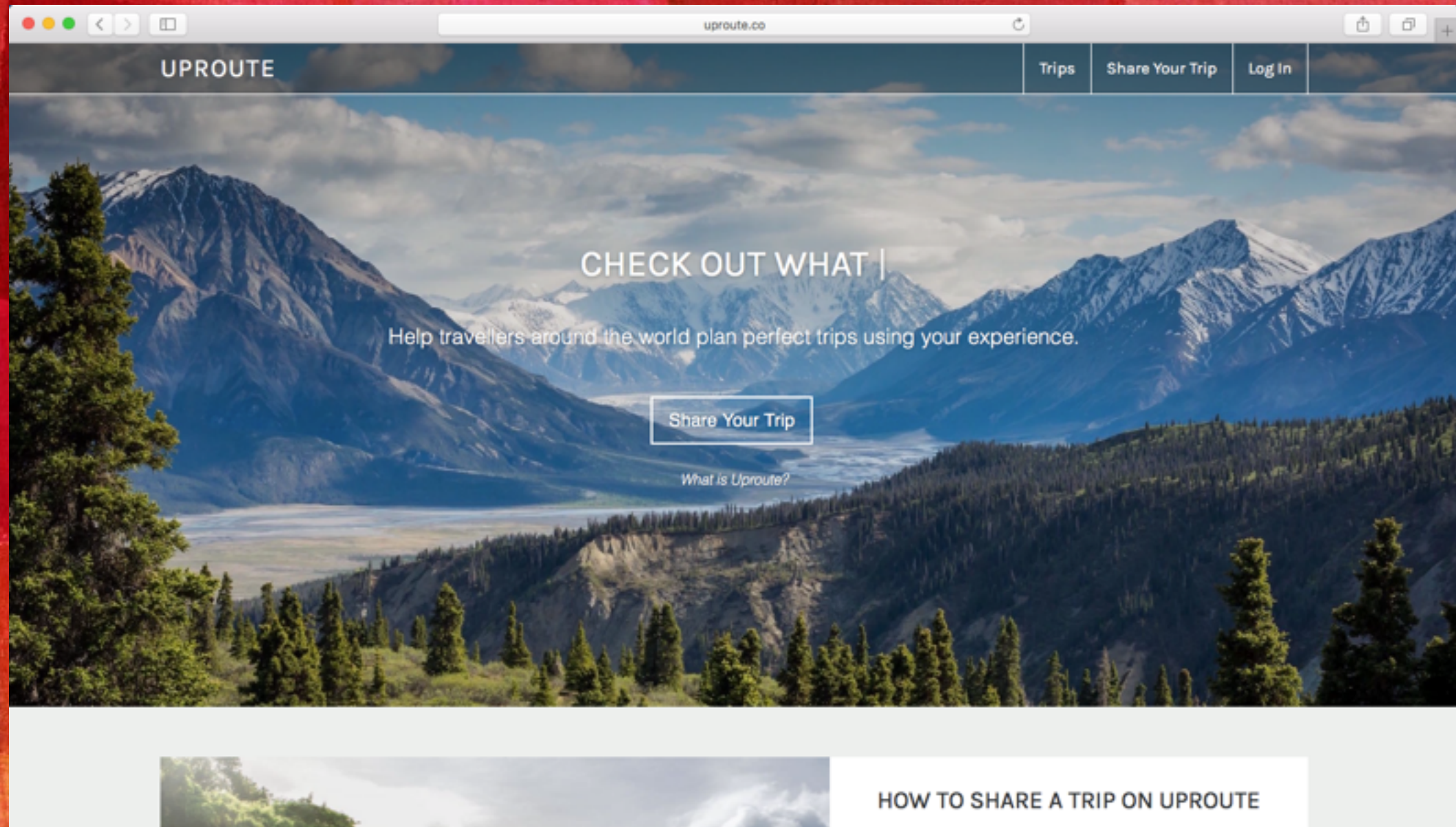
CONCIERGE



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



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>

Heap Analytics

<https://heapanalytics.com>



Further Reading 2

Zapier

<https://zapier.com>

IFTTT

<https://ifttt.com/>

Typeform

<https://www.typeform.com>

Sharetribe

<https://www.sharetribe.com>





SAM@MEAD.FM

www.mead.fm/fi