



# 9 MVPs every PM should know



## Landing Page MVP

Cost ★☆☆

Evidence ★★☆☆



## Piecemeal MVP

Cost ★★☆☆

Evidence ★★★☆☆



## Email Campaign MVP

Cost ★☆☆

Evidence ★☆☆



## Concierge MVP

Cost ★★★☆☆

Evidence ★★★☆☆



## Crowdfunding MVP

Cost ★☆☆

Evidence ★★★☆☆



## Paid Ads MVP

Cost ★☆☆

Evidence ★★☆☆



## Wizard of Oz MVP

Cost ★★★☆☆

Evidence ★★★☆☆



## Pre-Order MVP

Cost ★☆☆

Evidence ★★★☆☆



## Video Explainer MVP

Cost ★☆☆

Evidence ★★☆☆

“ The value of MVP is to learn as quickly as possible, minimize risk, and increase your chances of success by experimenting.

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