

The Software MVP

What, Why and How?

- **Software Engineer** - ENSET MOHAMMEDIA
- **Serial Digital Entrepreneur**
- **Founder** @ Overflow
- **Bootstrapping** SaaS & iOS Mobile Apps
- **Former Senior Software Engineer** @ CGI, Sopra Banking, Cegedim, SNRT, ...
- **Certified** Java Developer & Scrum Master
- **13+ years** in IT & Software Engineering
- I **built** a dozen of products, **sold** a few ones .. **failed/learned** from many



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Toolkit - all in one Toolbox

All useful tools in one toolbox app

Live

iOS app

EasyBoard - Project Management

Track projects & manage tasks the easy way

Live

iOS app

Monthly Budget Planner & Saver

Monthly budget spending tracker app

Live

iOS app

Securify - Block IP & Country

Shopify store security app

Live

Micro SaaS

Shopify app

Hours Tracker - Time Tracking

Activity time tracking minimal app

Live

iOS app

CarteCadeaux

Leader in gift cards & subscriptions in Morocco

Live

eCommerce

Movies Now : Cinema & TV Show

Movies & Cinema recommendation app

Sold

iOS app

Togolist

Growth tools & web resources database

Graveyard

Directory

Tweedin

Posting & Scheduling for Twitter & LinkedIn

Graveyard

SaaS

Freelance

Generate project cost and time estimation

Graveyard

SaaS

Fastdok

Online document generator

Sold

SaaS

Getsite

100% online digital agency - website creation

Graveyard

SaaS

O'lead

Lead management tool

Graveyard

SaaS

DirLkher

1st Charity marketplace in Morocco

Graveyard

Marketplace

iOSFollow

iOS apps explorer

Graveyard

SaaS

Invead

All in one business management software

Sold

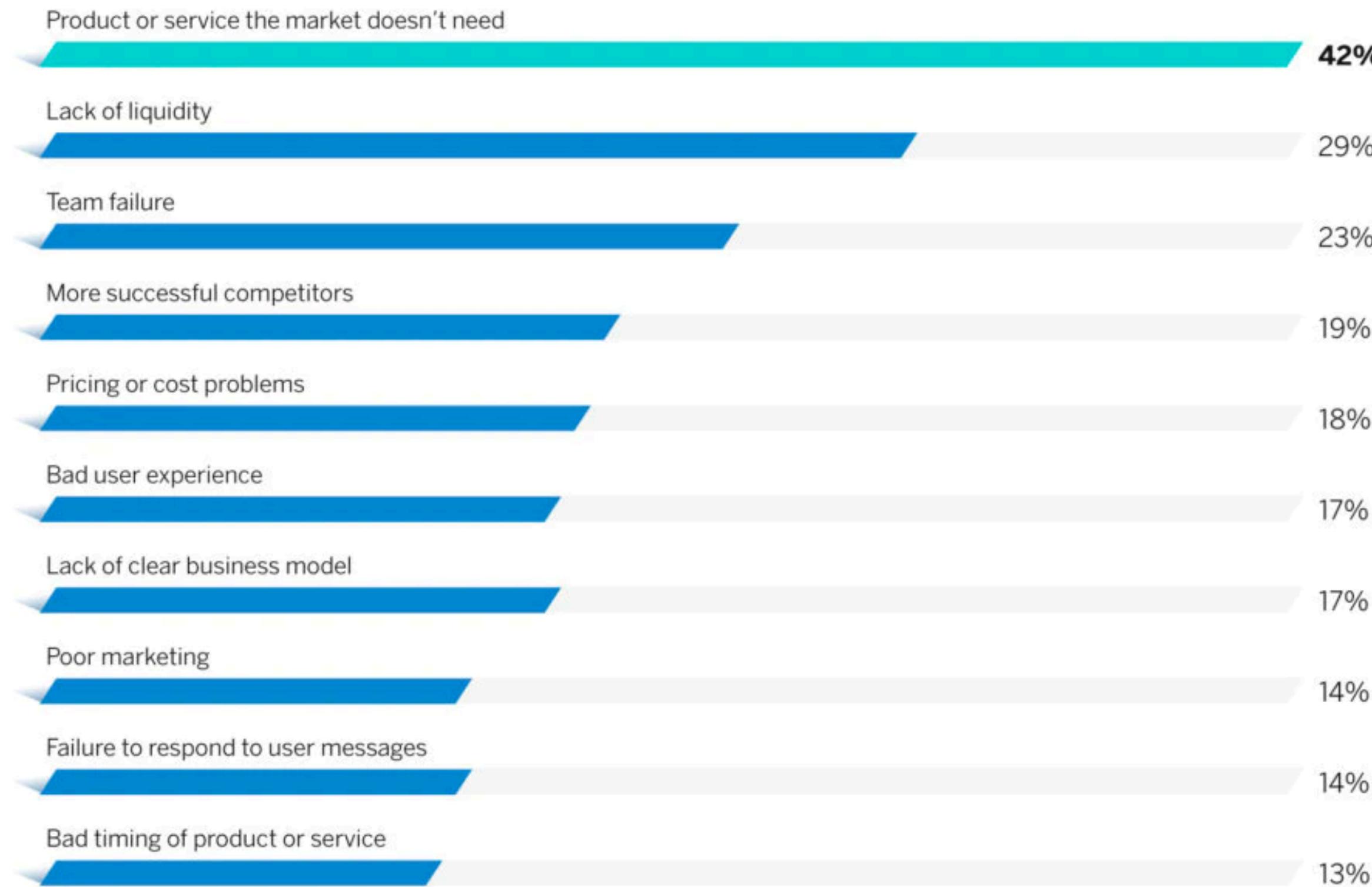
SaaS

... More on www.moustaid.me

90%

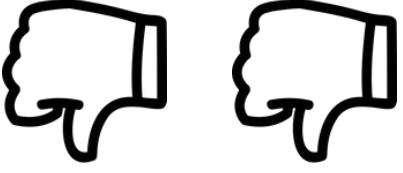
The 10 main reasons why startups fail

Based on the stories of 101 founders of companies who closed their doors



In other words ...

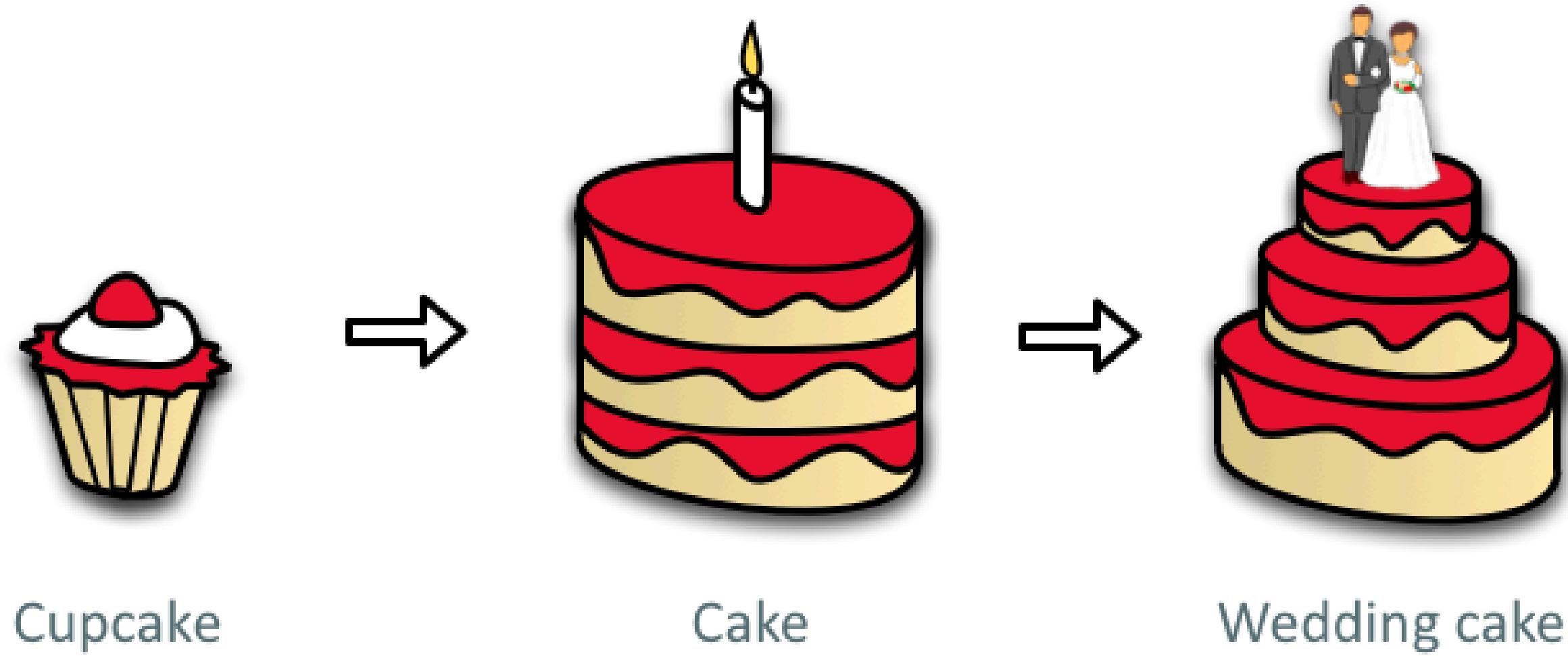
Building a great product

... nobody wants! 

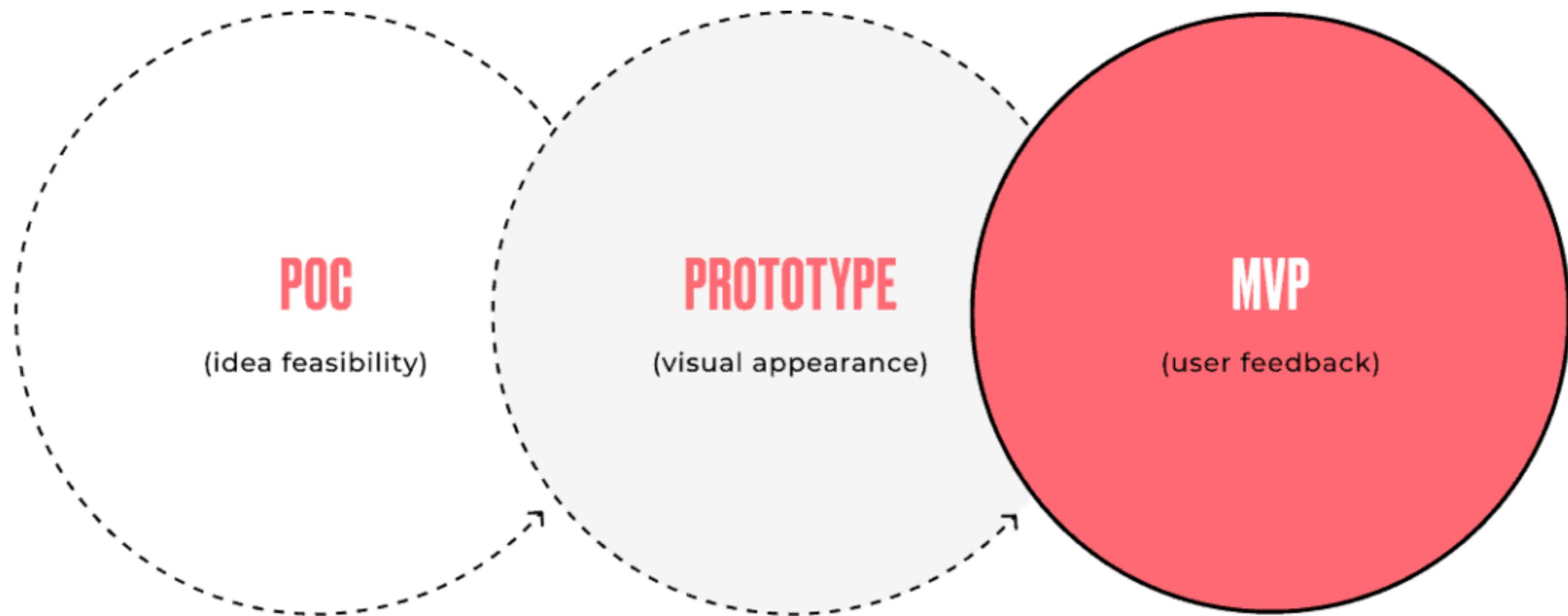
How to avoid?

MVP

Minimum Viable Prouduct

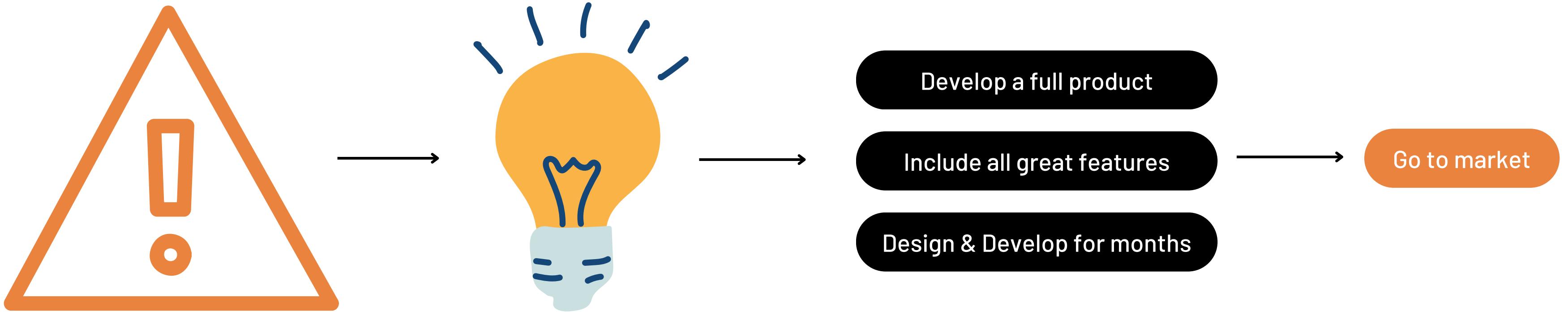


PoC ≠ Prototype ≠ MVP



Why an MVP?

Why Not !?



No Validation

No Feedback

**Investing Time, Money, Effort
with market uncertainty**

**High risk to build a great
product nobody gonna use!**

with an MVP



**Building with/for
customers/market**

**What startup
founders think
customers want**



**What customers
actually want**



memelogic.co

**Focusing on market needs
... Not on luck**

**Wisely using
time, budget, and efforts**

**Getting first \$\$
from early adopters**

Fail fast, Learn faster

How to define an MVP?



How to define
an MVP?

The 5-Step MVP Definition Formula

1. Define the **user**

Who is this for?

2. Define the painful **problem**

What are they struggling with right now?

3. Write the one **core action**

What is the ONE thing the app/software must let them do?

4. List only the **features needed** for that one action

Usually 3-5 max.

5. **Cut** everything else

If it doesn't serve that one action → it's maybe bigger than an MVP.

The 5-Step MVP

Instagram Early MVP

1. Define the **user**

Who is this for? → Smartphone users who take photos

2. Define the painful **problem**

What are they struggling with right now? → Sharing photos is slow and ugly

3. Write the one **core action**

What is the ONE thing the app/software must let them do? → Post a photo

4. List only the **features needed** for that one action

- Camera
- One-tap filter
- Post button
- Feed

5. **Cut** everything else

If it doesn't serve that one action → No stories, no reels, no DMs, no analytics

It's fine if an MVP have some bugs.

... but the core features should be operational

... the UI/UX should at least be OK

... else you're just turning people away.

Minimum needs to be minimum good.

**Successful
examples of MVPs**



MVP

Online bookstore

1990

End Product

**Most popular eCommerce
website with various products**

Today



airbnb

MVP

**Rent extra space/bed in
apartment**

2007

End Product

**1st Online marketplace for
rentals & homestays**

Today

... Let's Talk
Hackathons

- Hackathons are time-boxed experiments, you can't build everything.
- Judges don't score you on "feature quantity" but on clarity, usefulness, and execution.
- A simple MVP helps you tell a strong story: problem → solution → impact
 - **Judges remember stories, not code.**
- Hackathon MVP = 3 Things
 - a. One user, one painful problem
 - b. One core action that solves it
 - c. A functional demo that proves the value

... Some resources

- **indiehackers.com**
- **failory.com**
- **producthunt.com**
- **Twitter (X)**
- **Readmake.com (Book)**

... Last

Always have a clear **WHY**

Focus on what you can **control**

Thank you

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Q/A

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