






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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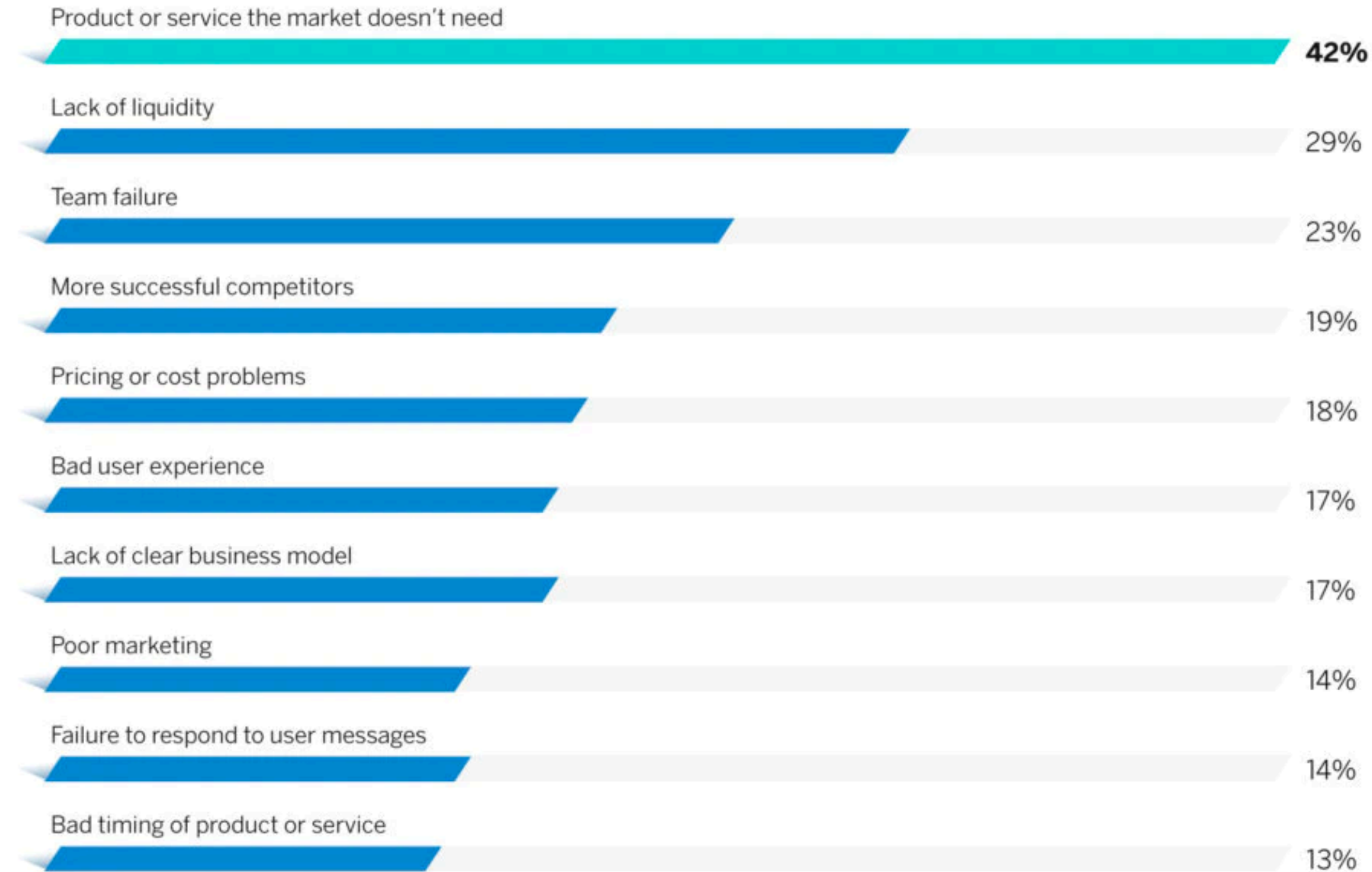
<u>Toolkit - all in one Toolbox</u> All useful tools in one toolbox app	 Live	iOS app
<u>EasyBoard - Project Management</u> Track projects & manage tasks the easy way	 Live	iOS app
<u>Monthly Budget Planner & Saver</u> Monthly budget spending tracker app	 Live	iOS app
<u>Securify - Block IP & Country</u> Shopify store security app	 Live	Micro SaaS Shopify app
<u>Hours Tracker - Time Tracking</u> Activity time tracking minimal app	 Live	iOS app
<u>CarteCadeaux</u> Leader in gift cards & subscriptions in Morocco	 Live	eCommerce
<u>Movies Now : Cinema & TV Show</u> Movies & Cinema recommendation app	 Sold	iOS app
<u>Togolist</u> Growth tools & web resources database	 Graveyard	Directory
<u>TweedIn</u> Posting & Scheduling for Twitter & LinkedIn	 Graveyard	SaaS
<u>Preelance</u> Generate project cost and time estimation	 Graveyard	SaaS
<u>Fastdok</u> Online document generator	 Sold	SaaS
<u>Getsite</u> 100% online digital agency - website creation	 Graveyard	SaaS
<u>O'lead</u> Lead management tool	 Graveyard	SaaS
<u>DirLkher</u> 1st Charity marketplace in Morocco	 Graveyard	Marketplace
<u>iOSFollow</u> iOS apps explorer	 Graveyard	SaaS
<u>Invead</u> 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! 👎 👎

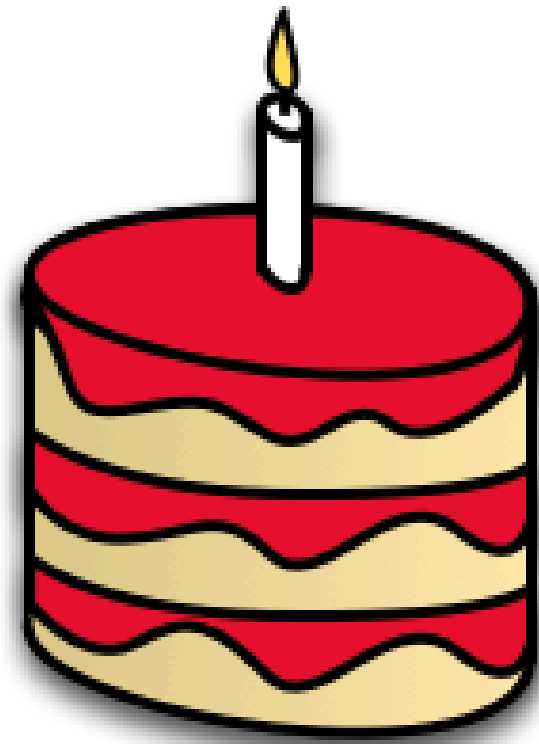
How to avoid?

MVP

Minimum Viable Proudct



Cupcake

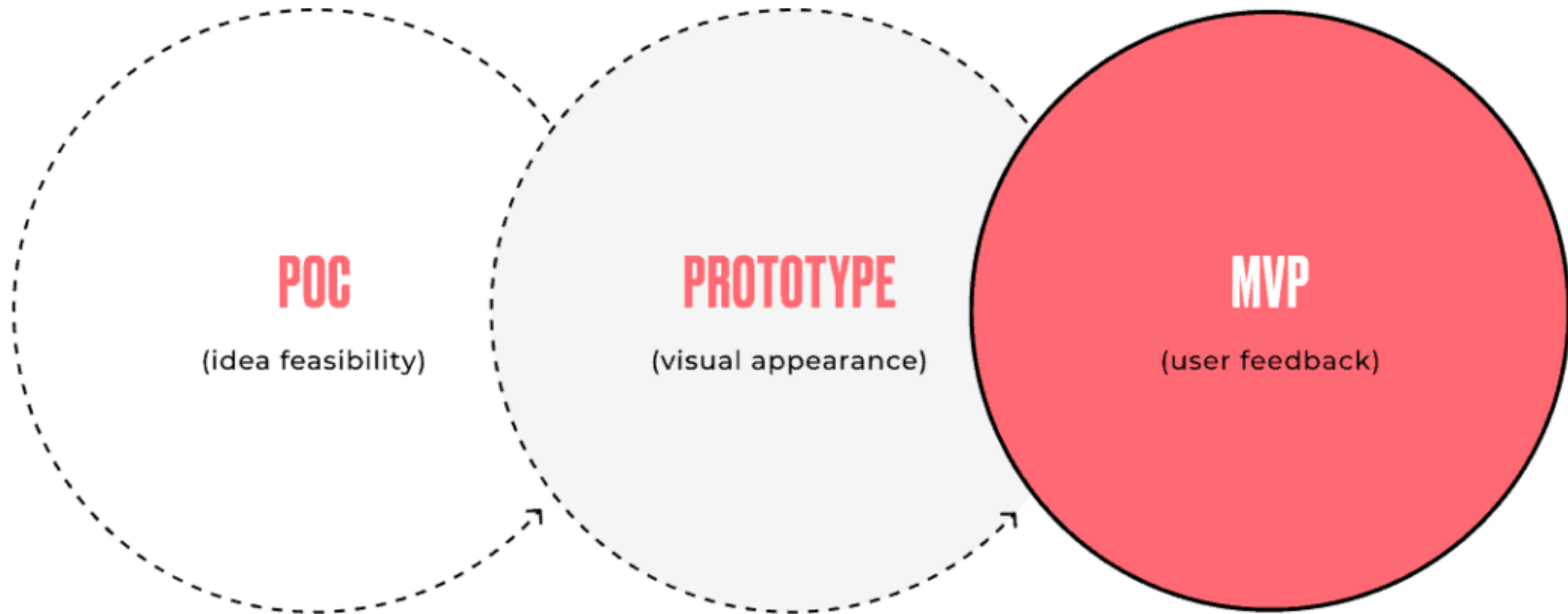


Cake



Wedding cake

PoC ≠ Prototype ≠ MVP



Why an **MVP**?

Why Not !?



- Develop a full product
- Include all great features
- Design & Develop for months



Go to market

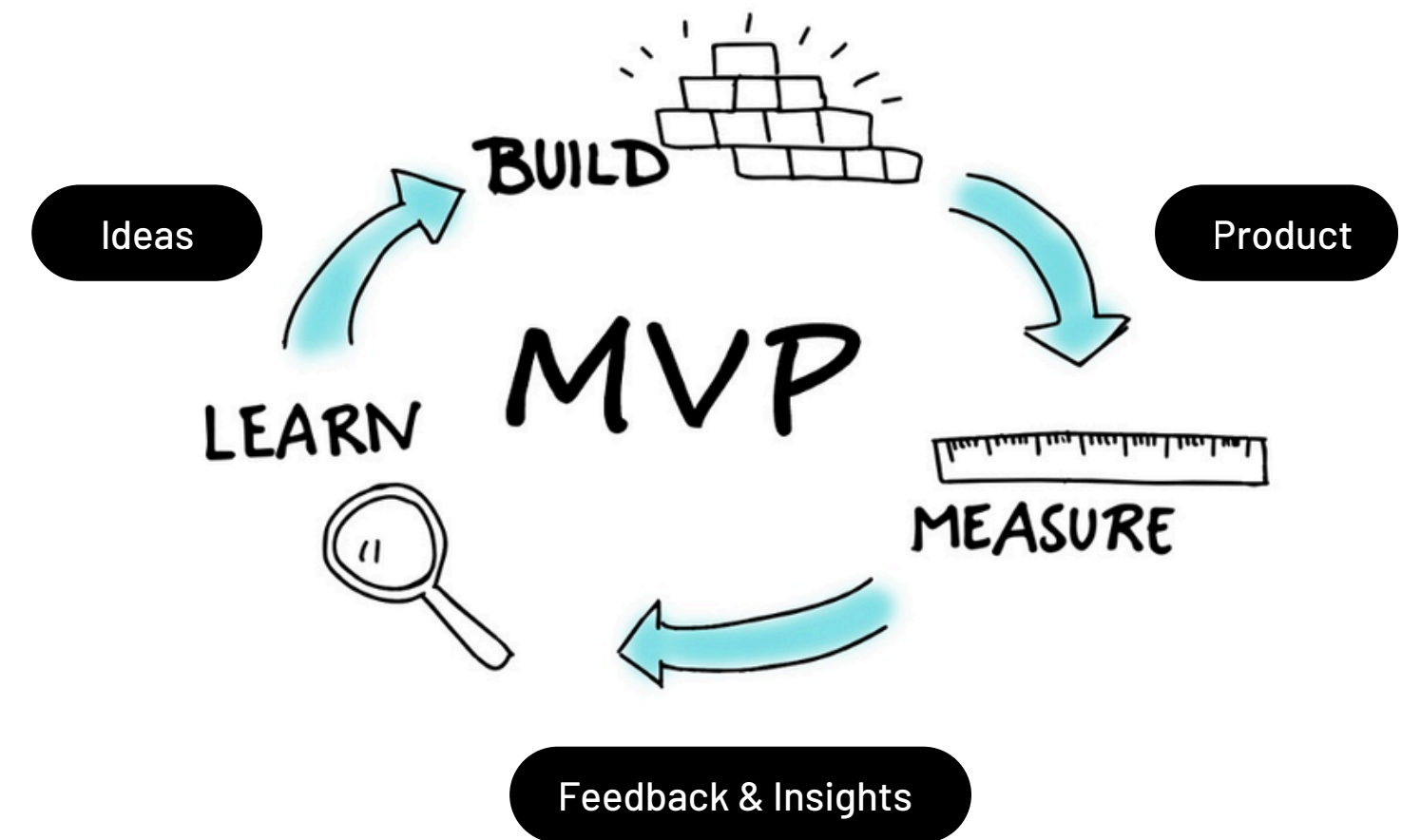
No Validation

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**

A red Swiss Army knife with its handle closed and the handle featuring the white cross logo. The knife is open, showing various tools including a large blade, a saw, a pair of pliers, a corkscrew, and several other smaller blades and tools. The tools are arranged in a fan-like pattern around the handle.

A single butter knife with a smooth, rounded blade and a simple handle, lying diagonally on a light gray surface. The knife is centered in the upper half of the image.

memelogy.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

amazon

The Amazon logo, featuring the word "amazon" in a bold, dark grey sans-serif font. Below the text is a thick, orange curved arrow that starts under the 'a' and points towards the 'n', resembling a smile.

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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