



**MVP**  
**Deeper UAB**

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# Agenda

**Definition of MVP**

**Why we need MVP?**

**What is MVP**

**Types of MVP**

**Path of success**

**Pitfalls**

**Examples**



**What is MVP?**

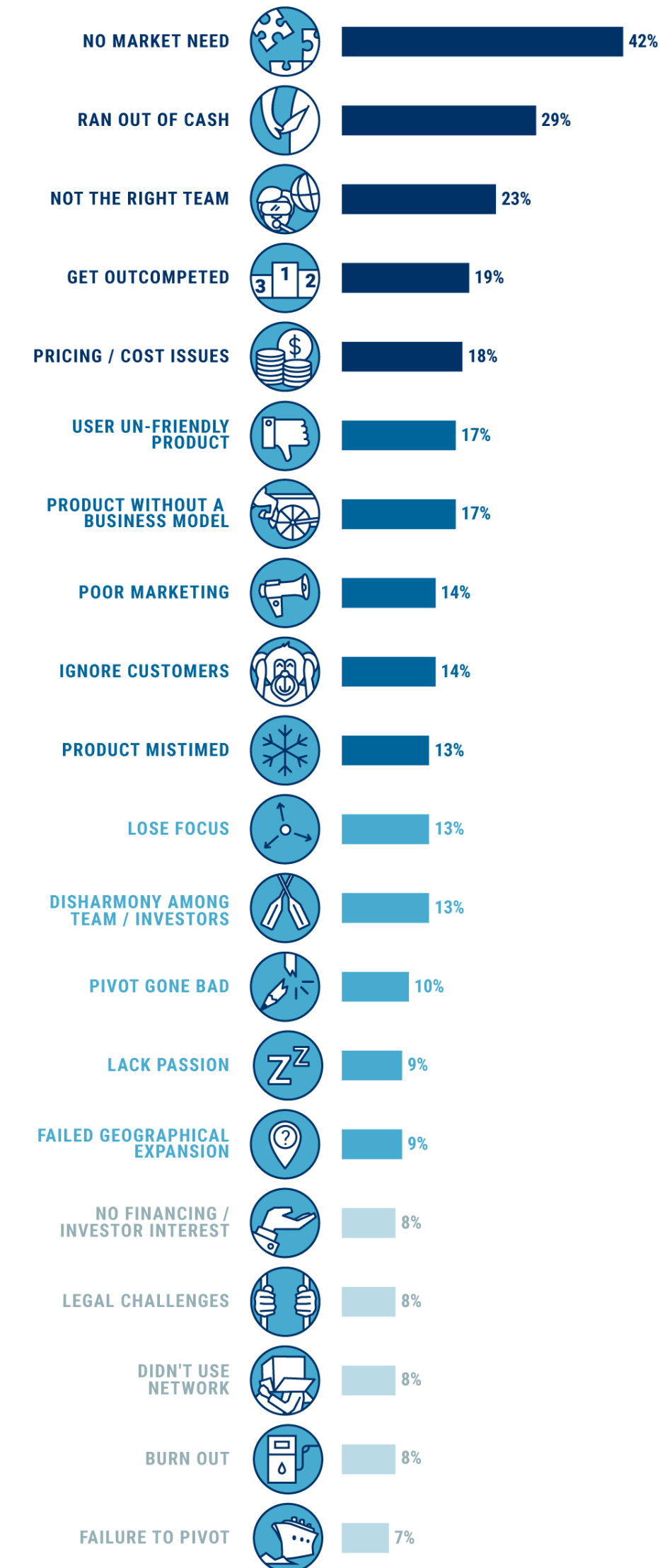


## What is MVP?

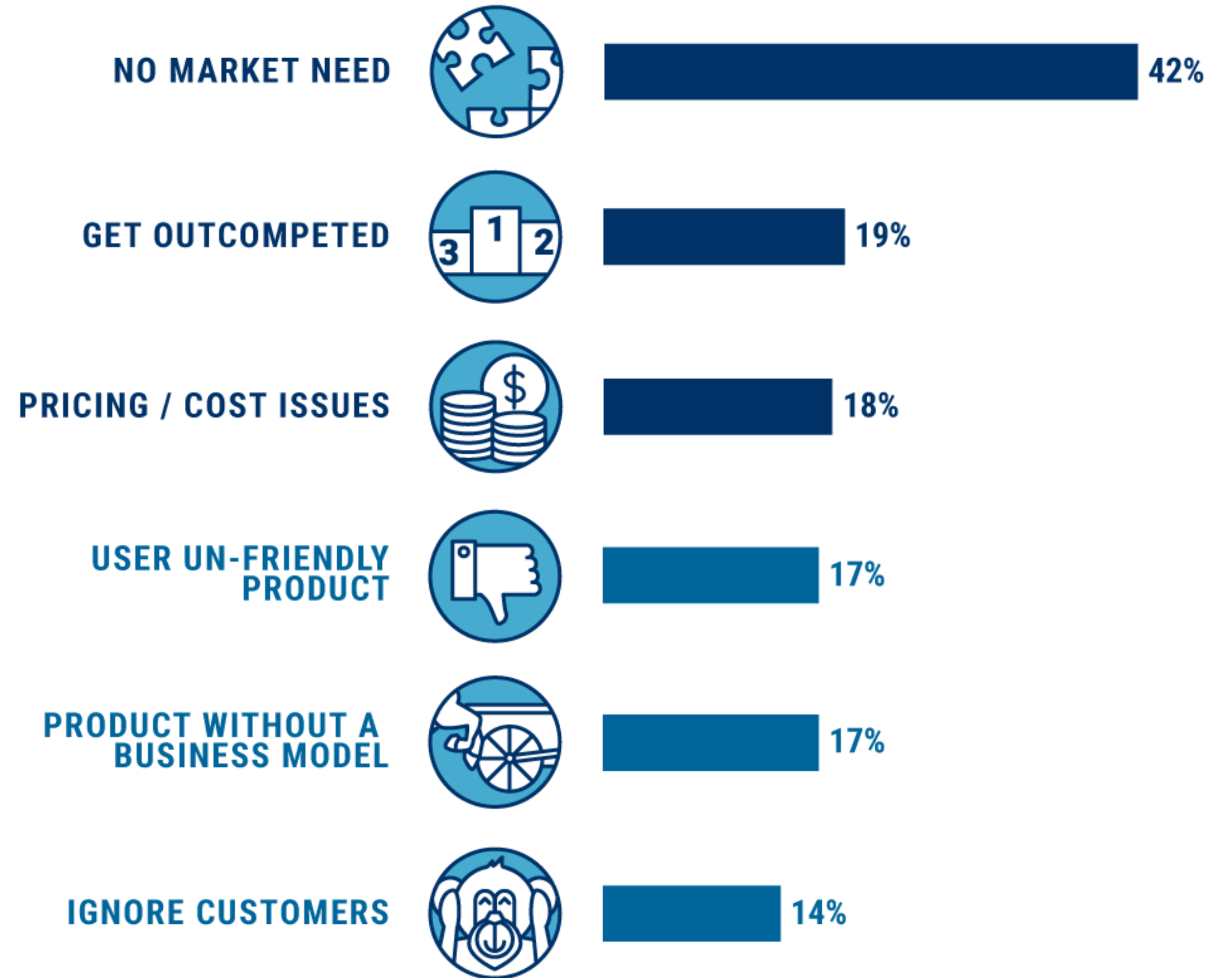
“The minimum viable product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort.” – Eric Ries, *The Lean Start-up*.



BASED ON ANALYSIS OF 101 STARTUP POSTMORTEMS  
Top 20 Reasons Startups Fail

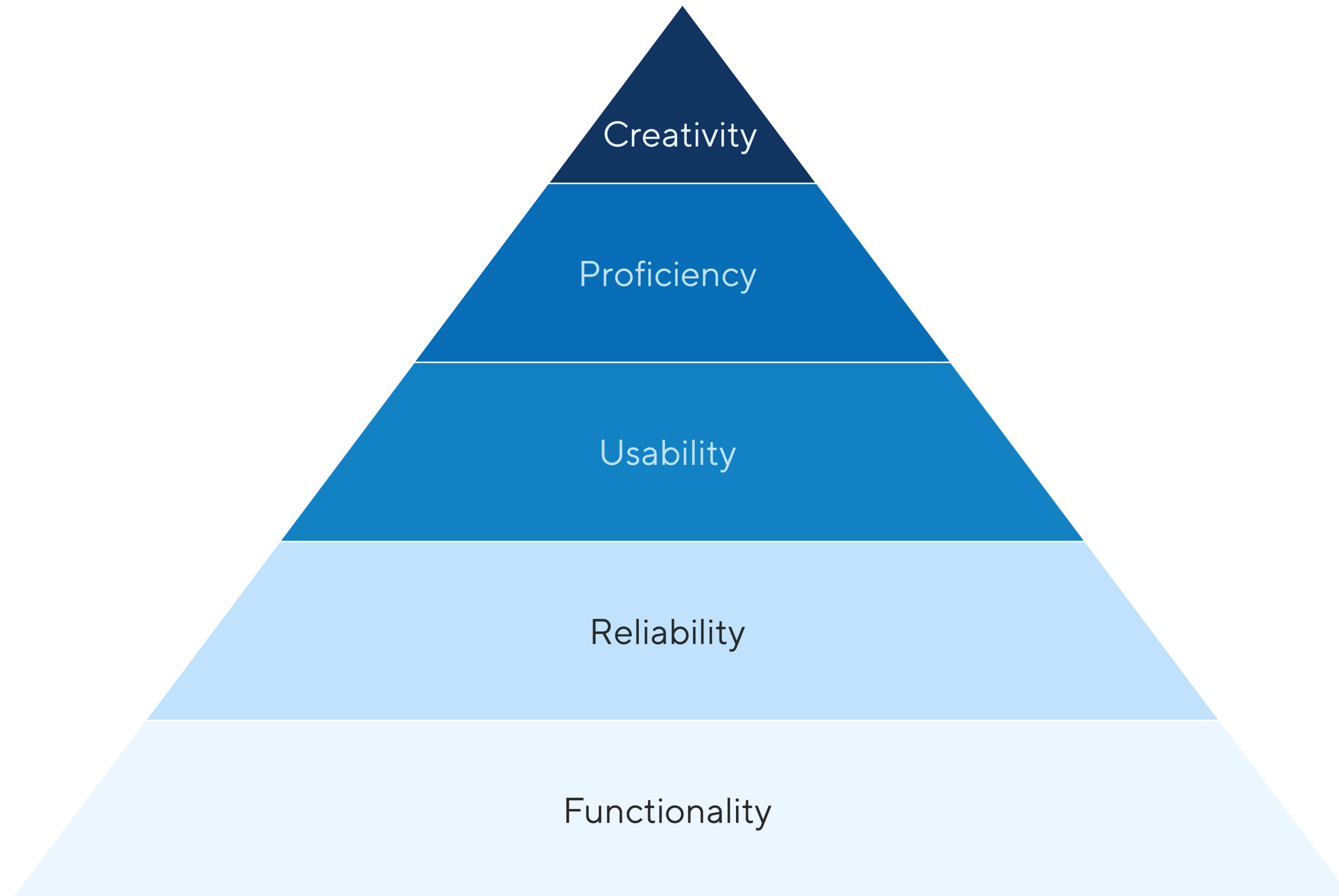


CBINSIGHTS



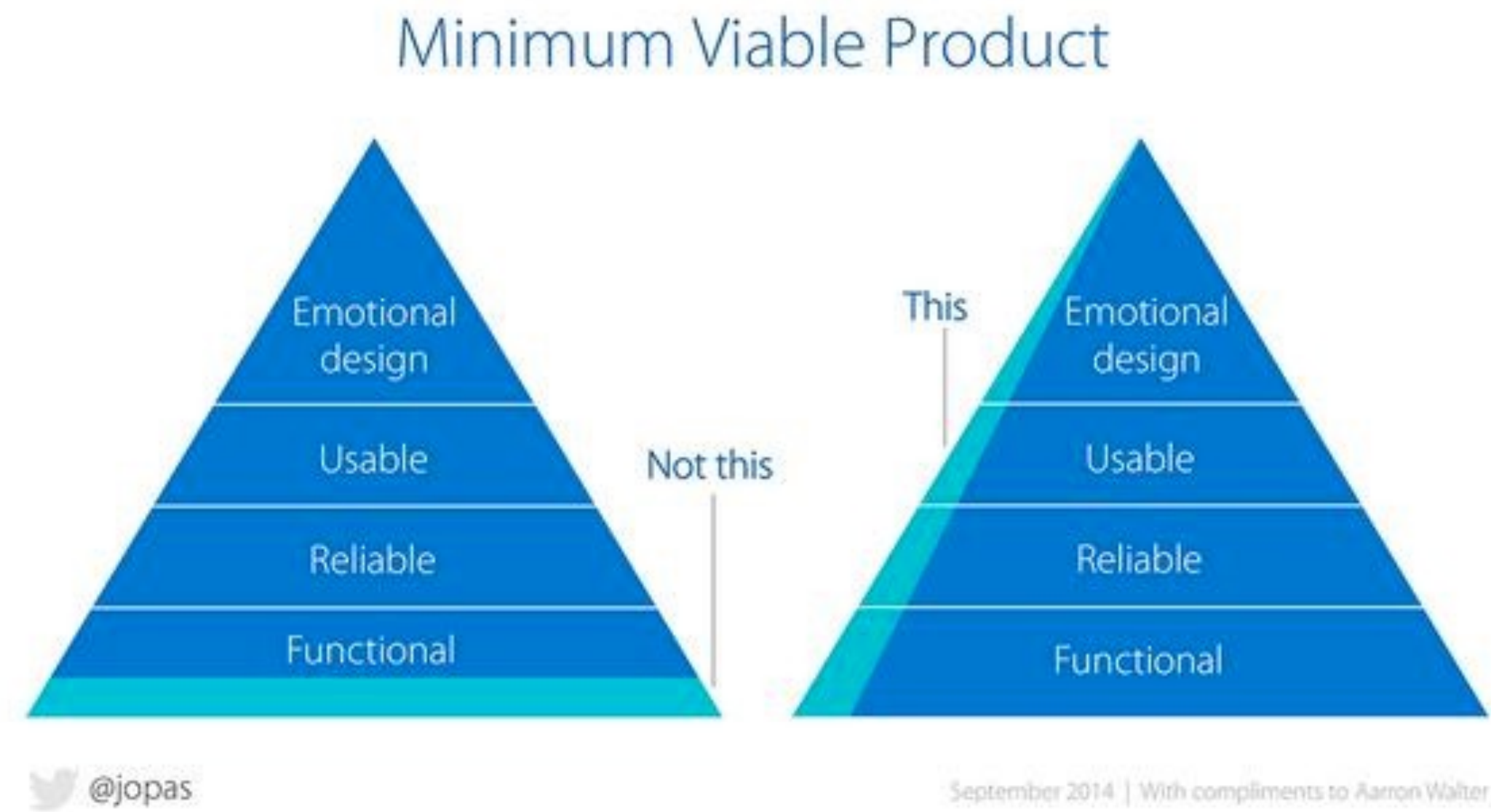


# Design Hierarchy of Needs





# Minimum Viable Product



## MINIMUM

Solves the Great Problem. Find real world problem and solve only it. No extra features

## VIABLE

Actually delivers value for which it was designed

## PRODUCT

It can actually be used by customer. Not wireframe, not description. Actually working and usable product



# Two Types of MVP's

## Test business model

Worse than final version

Paying customers

Working product as it will work

Success validates your idea

Failure doesn't invalidate idea



No market  
need



Didn't  
reach  
customers



Not a  
product



Improper  
communica  
tion

Reasons of failure





# Two Types of MVP's. Concierge MVP

## Test idea

Better product or service

Paying customers

Product is not the same as planned for market

Success validates your idea

Failure invalidates idea

Success not necessary validates business model



# Path to success

## **Assumption for test**

Take the riskiest assumption, perishing your idea or business model.

## **What will be measured**

How you will measure your success and what is success criteria?

## **Design MVP**

Design MVP to test assumption and measure success





# Pitfalls to avoid

## **One type of customers**

Don't try to make solution for any customer and target them. Too much features and use cases

## **Too good**

Making ideal. Launching too late.

## **Mixing Needs and Wishes**

MVP should have only Needs covered (solving actual problem) and no Wishes (Nice to have)

## **Not listening to customers**

Why you succeeded? Why you failed?

## **Our product is unique**

No body solved the problem. We have unique problem



# When MVP is a success?

**Better solution to existing problem. Better performance**

**Cheaper than existing solutions with same performance**

**Gives totally new way to solve existing problem for new customers**





# Examples of successful MVP's

Sign Up / Sign In | Post a Room

**AirBed & Breakfast**  
Forget hotels.

san francisco

Check in: 08/18/2008 | Check out: 08/20/2008 | Guests: 1 | Search

Sorting Options

1-10 out of 16 listings.

	"tikitastic"	\$10
	"Cutel!"	\$25
	"Simple"	\$50
	"AwesomeRoom"	\$50
	"happy"	\$50
	"Victorian"	\$50
	"Get Fit!"	\$80

Modern - \$99

Assumption to test:

Will people live in strangers home?

Success criteria:

People actually payed money for service

Air B n B





# Examples of successful MVP's

PLANS WHAT'S NEW DRESSES CLOTHING OCCASIONS

SIGN IN

EXCLUSIVE OFFER  
\$99 UNLIMITED TRIAL

20% Off Your First Order or \$99 Unlimited Trial Month. Use code: FIRSTRTR. [DETAILS](#)

**“It’s changed my life.”**

Join the millions of women buying less stuff.  
Put your closet in the cloud with plans from ~~\$89~~ \$69/month.

EXPLORE PLANS

I'm renting for...

**Assumption to test:**

**Woman would rent dresses**

**Success criteria:**

**Woman actually pay for service and rent.**

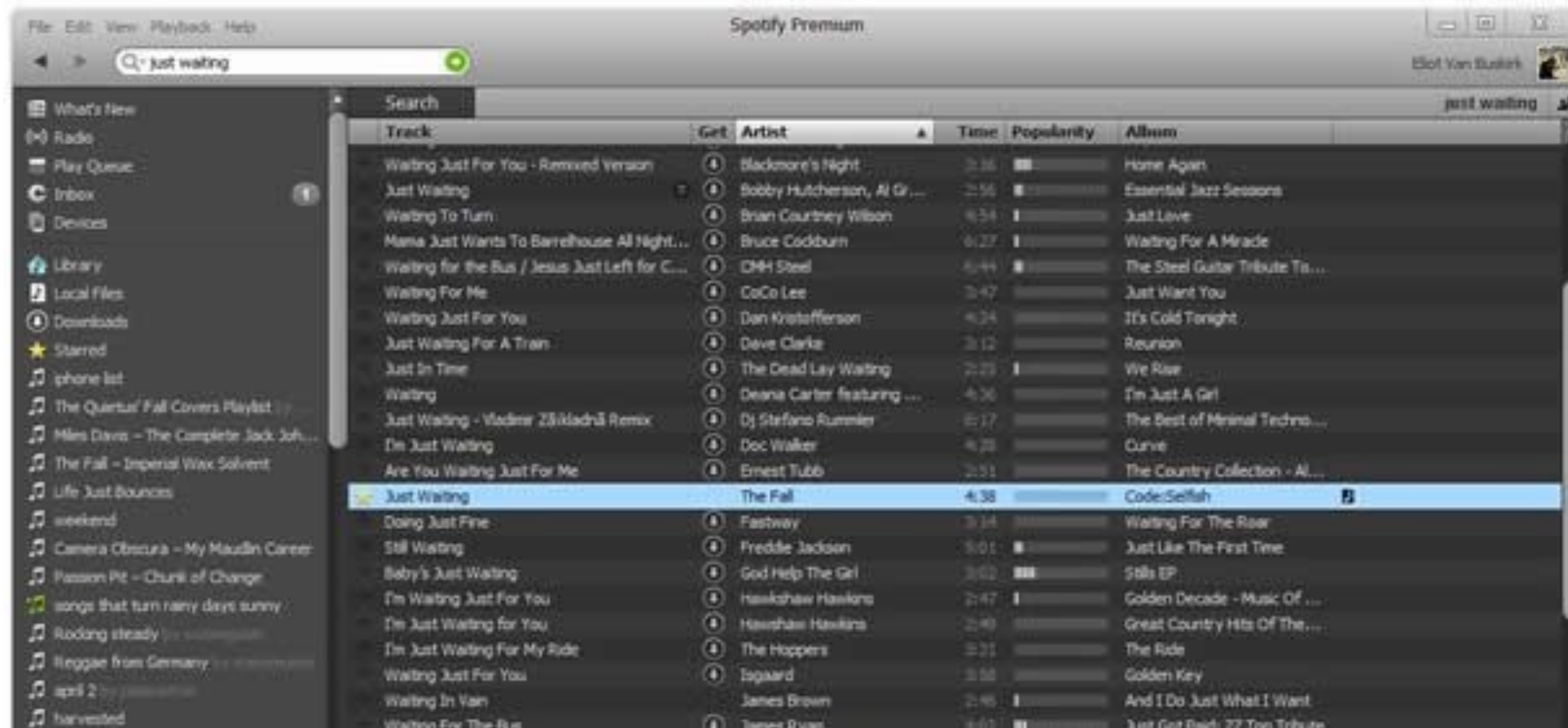
**Implemented as concierge MVP college campus before online version**

**Rent the Runway**





# Examples of successful MVP's



Assumption to test:

If people would use online streaming service

Success criteria:

Spotify



# Examples of successful MVP's



**Assumption to test:**

**People will use their car and time to get a lift for strangers**

**Success criteria:  
Registering Drivers**

**Uber**





# Examples of successful MVP's



1'st iPhone

**Assumption to test:**  
Users will employ phone for  
browsing and e-mail client

**Success criteria:**  
Device sales and actual usage



# Discussion

**What is your MVP?**