

The MVP Framework

A Strategic Guide to Feature Selection,
Cost Reduction, and Market Validation.



The Reality Check (Why MVPs Matter)

★ The Problem:

90% of startups fail. The #1 reason? Building something nobody wants.

★ The Solution:

The Minimum Viable Product (MVP) is not a "cheap" product; it is a learning tool.

★ The Fact:

According to recent industry benchmarks, startups that iterate based on MVP feedback grow 3.5x faster than those that over-build initially.



Why Do People Fail Without an MVP?

★ The "Feature Trap"

Adding "nice-to-have" features that clutter the UI and confuse users.

★ Burn Rate:

Running out of capital before the product even hits the market.

★ Market Misalignment:

Building based on assumptions rather than real-world user behavior.



Reducing Costs & Maximizing ROI

★ **Development Speed**

Reducing time-to-market by 40-60%.

★ **Focused Budgeting**

Allocating funds to the core value proposition rather than secondary bells and whistles.

★ **Technical Debt**

Avoiding the cost of refactoring complex, unused features later.

Validating Your Idea (The Science of Success)



★ Build Measure Learn

Explain the Lean Startup loop

★ Pivot vs. Persevere

Using data to decide if you need to change direction before it's too late.

★ Early Adopter Feedback

How to use your first 100 users as your product R&D team.

Step 1

Identifying the Core Problem

The "One Job" Rule

What is the single most important task your app performs?

User Personas

Defining exactly who has this problem.



Step 2

Choosing Features & Functions

Mo Must have	S Should have	Co Could have	W Won't have
<p>Absolutely necessary for the project</p> <div data-bbox="199 1144 556 1669"></div>	<p>Important but not essential for the project</p> <div data-bbox="633 1144 989 1669"></div>	<p>Beneficial to the project but less important</p> <div data-bbox="1066 1144 1422 1669"></div>	<p>Adding little or no value to the project</p> <div data-bbox="1499 1144 1855 1669"></div>



Step 3

The MVP Roadmap

WIREFRAMING

Visualizing the flow.

PROTOTYPING

Testing the "feel" without writing code.

DEVELOPMENT SPRINTS

Building in agile, 2 week increments.

Success Stories: From MVP to Unicorn



Began as "Burbn," a complex check-in app, before stripping everything away except the photo filters.

Uber

Originally just "UberCab" for a few users in San Francisco with no fancy tracking.



airbnb

Started as a simple site to rent air mattresses during a conference.

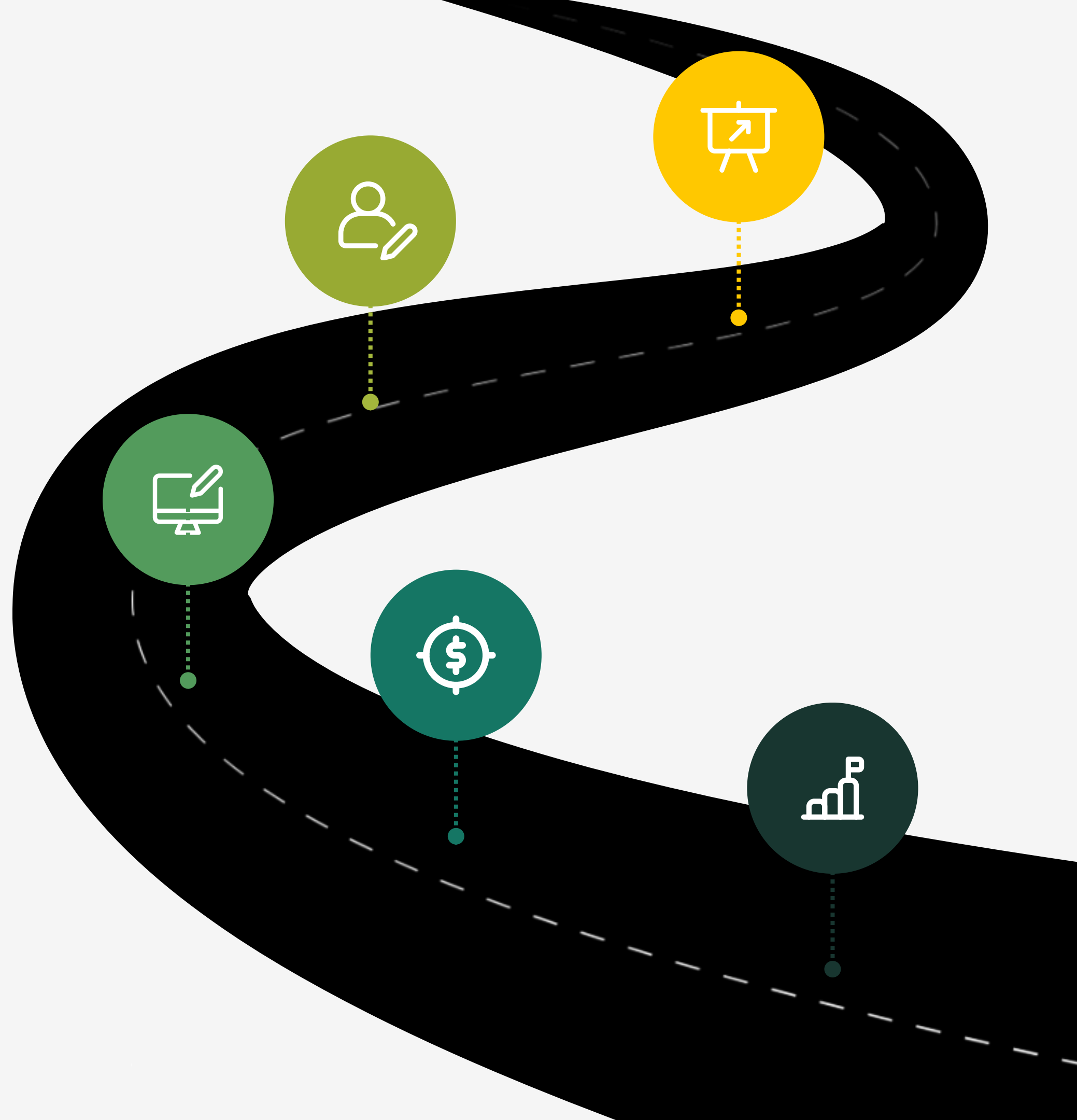
Post Launch Strategy

KPIs to Watch

Retention rate, User Acquisition Cost (CAC), and Lifetime Value (LTV).

The Feedback Loop

How to interview users and look at heatmaps to plan the next phase.



How We Can Help

Our Process

Briefly outline your specific development methodology.

Value Add

Mention your expertise in helping founders prune features to save budget.

Social Proof

A quick testimonial or logo cloud of previous work.

Ready to validate your idea?

**Book a "Free 30
Minute MVP Strategy
Session"**

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