

MINIMUM VIABLE TEST

THE PATH TO PRODUCT-MARKET FIT

MVP VS. MVT

In an MVP, you try to simulate the entire car which is complicated, time-consuming and resource-intensive.

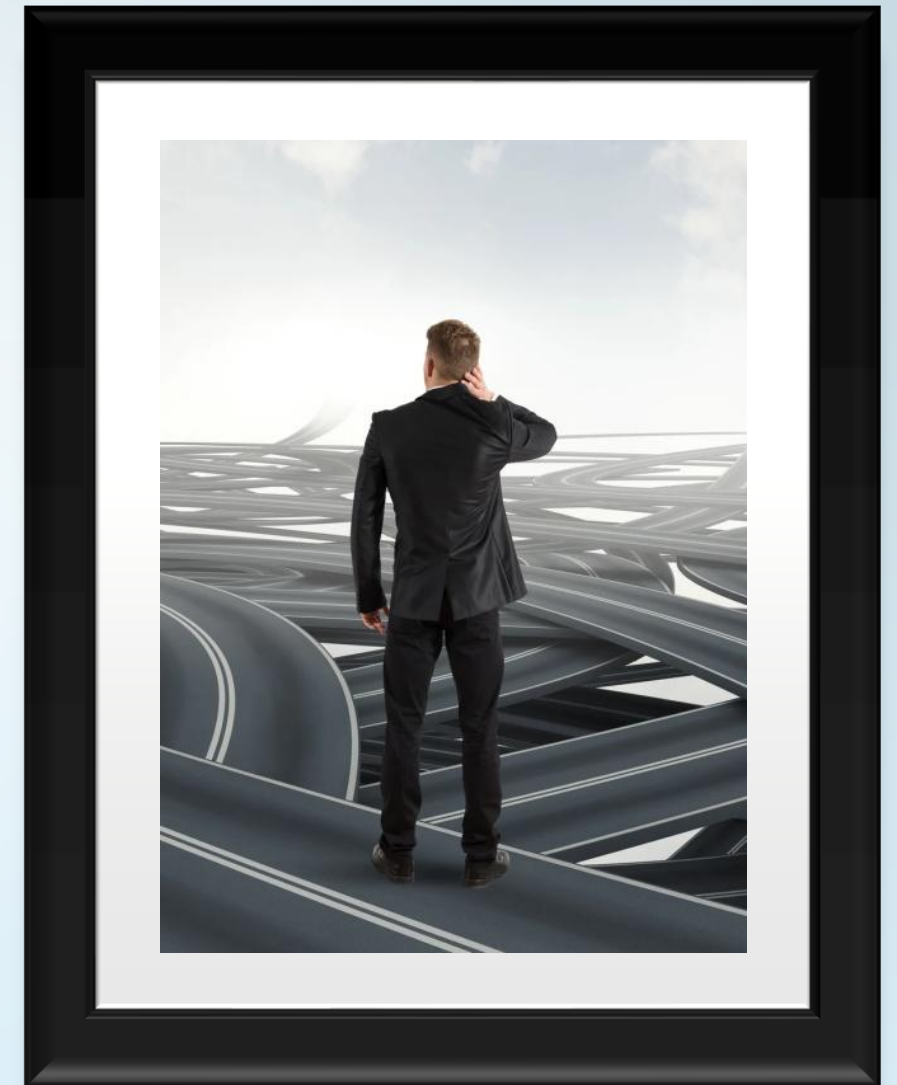
In an MVT, you are just testing whether the drivetrain is more powerful with an electric engine or a petrol one.



WHY MVT PRECEDES MVP

If you build an MVP, you start to think about all the features you might build to make people happy in a market.

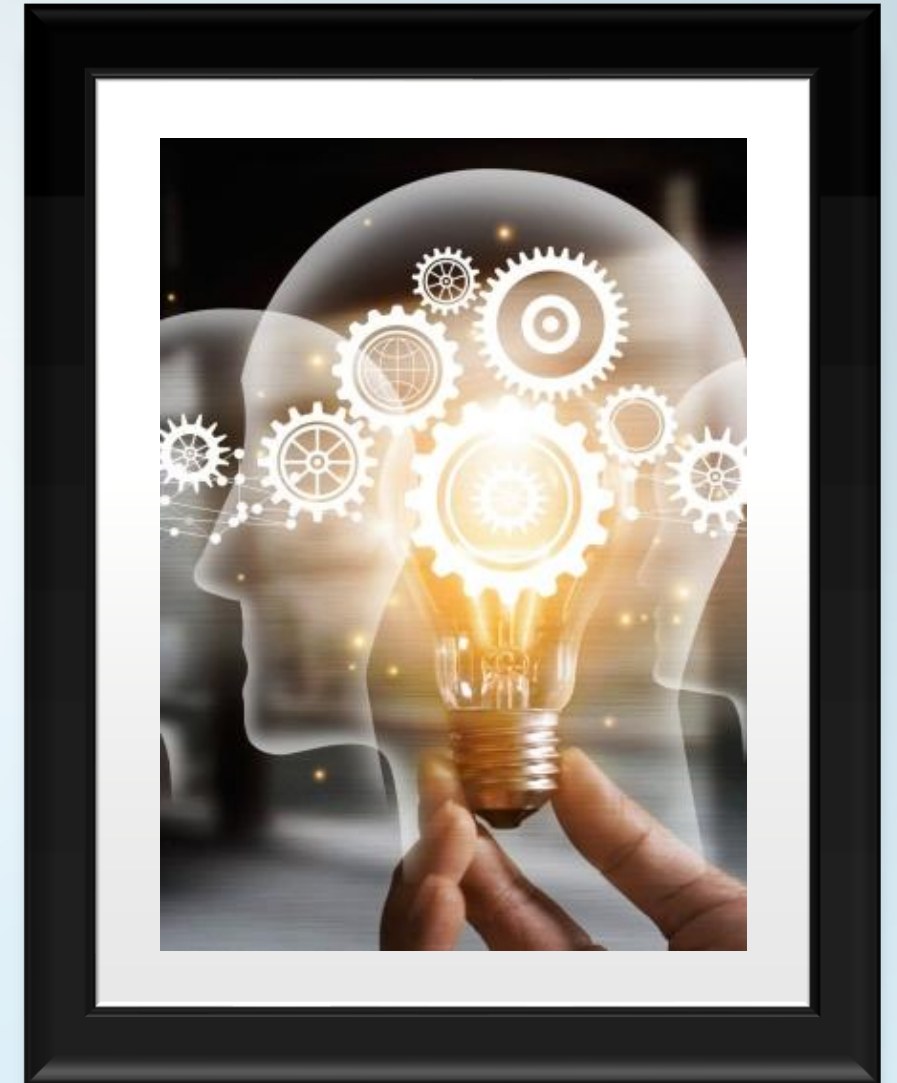
This takes your eye off the one specific insight that the customer actually cares about. Purity breeds success.



JOB TO BE DONE

Use customer development to determine your user's jobs-to-be-done and how they currently accomplish those jobs.

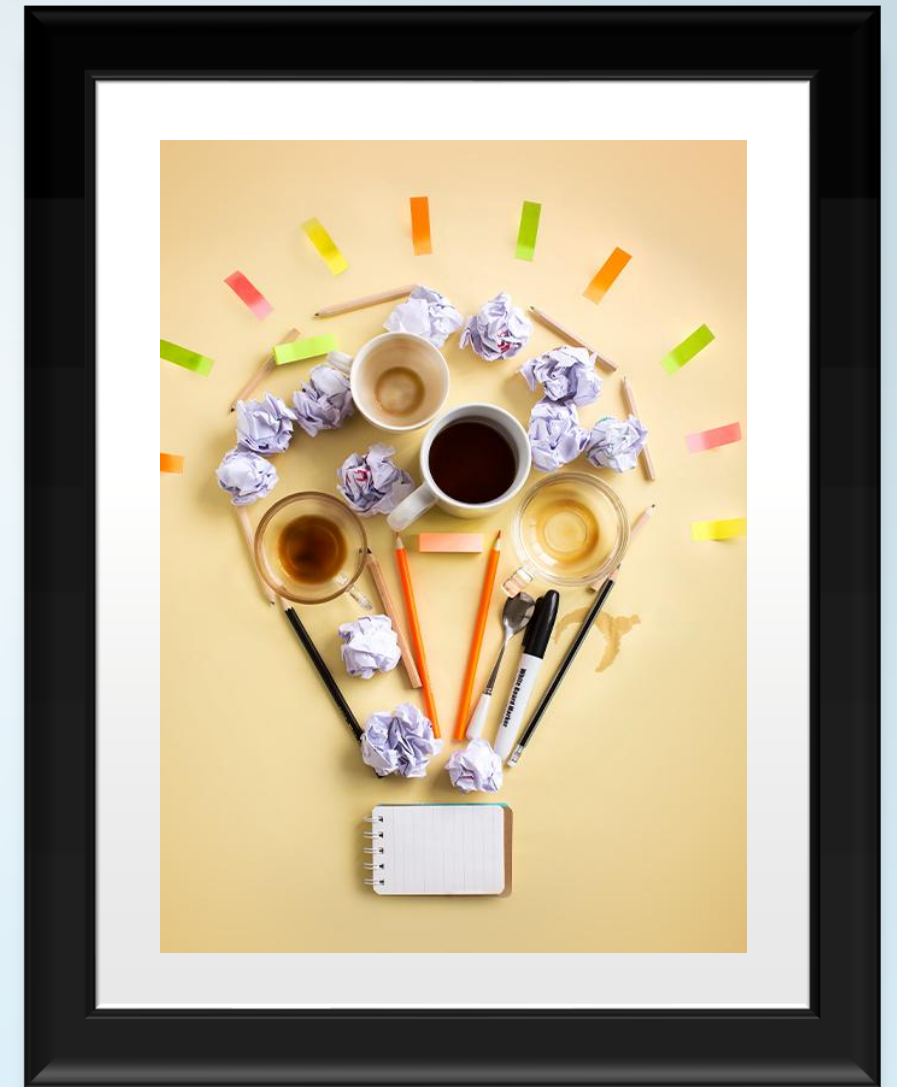
It helps you with crucial insights into what problems your business is trying to solve and how best to approach them.



TEST THE ASSUMPTIONS

Identify the promise you think you can make to help a user with their jobs-to-be-done.

List the riskiest assumptions that might lead your business to succeed or fail. Test your assumptions through Minimum Viable Tests.



FOCUS ON ACTIONS

Find a value proposition that speaks to their actions:

What are they already trying to do? How can you help them achieve their goals better than they know they can?

That then becomes the Unique Value Proposition (UVP) of your product.



THE RISKS

List the primary risks: why might this not work? What breaks your system?

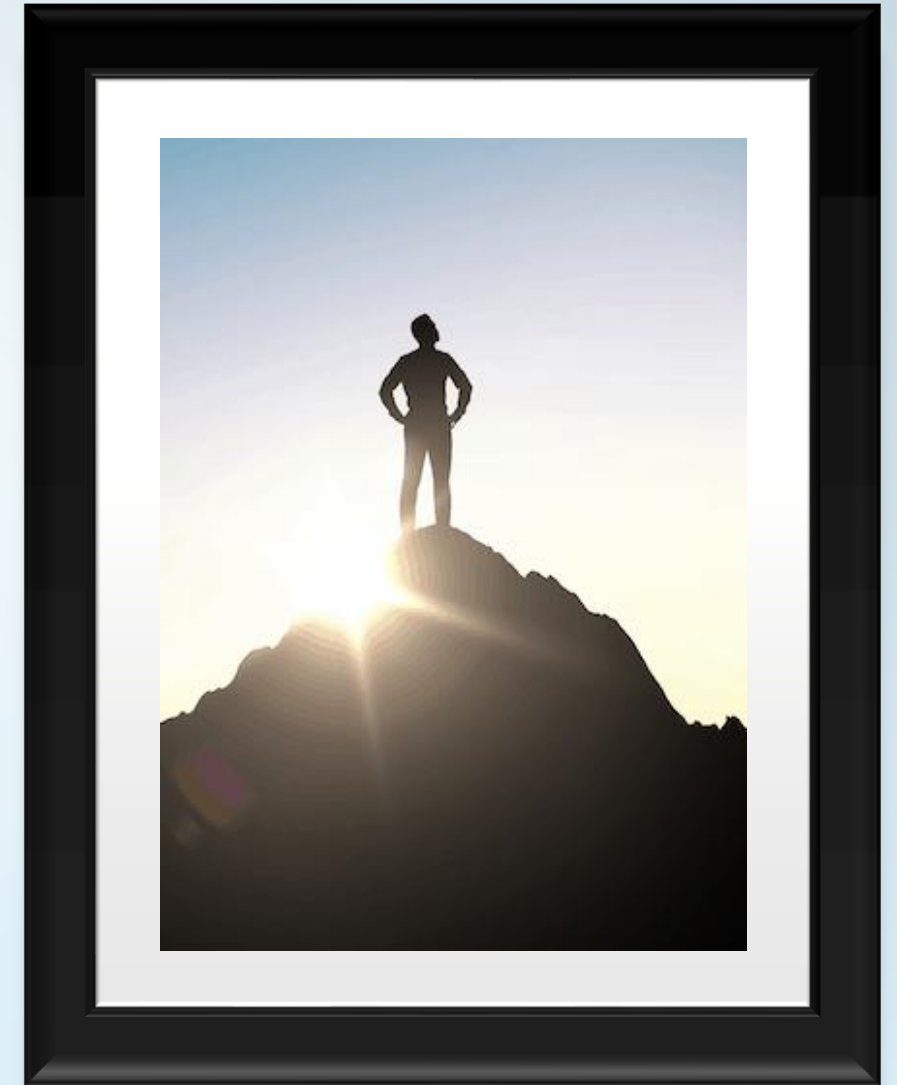
The #1 riskiest assumption is building something people don't want.



TEST THE ATOMIC UNIT

Determine whether your idea actually works. Focus only on the “atomic unit” of what you plan to sell.

For Google, the atomic unit is a search query. For Amazon, it's ordering a book online.



THE PRODUCT-MARKET FIT

Build an initial product to bring all of your insights together and test them with your target customer.

Iterate on that product until you have nailed your product offering. AKA “Get to Product/Market Fit”



THANK YOU

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