

MVP to BVP

Studio Graphene
EC Workshop





MVP to BVP workshop
Agenda

- An Introduction to Studio Graphene
- Why do startups fail?
- Testing your hypothesis
- Roadmapping and user testing
- Data driven decisions
- Measuring value
- Building a strong foundation with your team
- The power of writing great user stories
- The PM role in managing a MVP
- Epilogue
- Questions





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Who are the presenters?





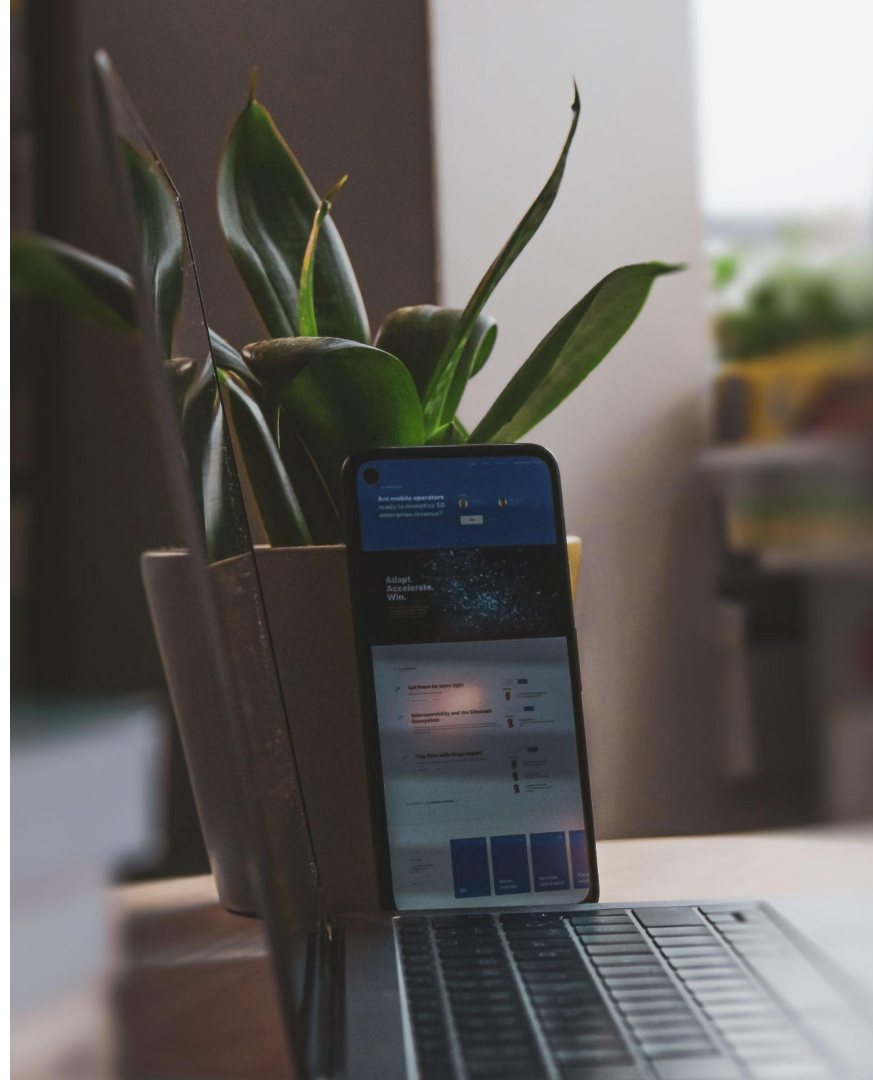
We're a team of 90 people, 4 countries and 3 time zones.

We've spent the last 7 years honing our expertise

We've sat as co-pilot in over 150 ventures.

We want to show the world that innovation doesn't need to be scary, expensive or slow.

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Who we are?





We design, build and launch
**apps, software platforms,
websites & IoT products**

Our speciality is using existing technology
in new ways, to create lean MVPs that
take you to market as fast as possible

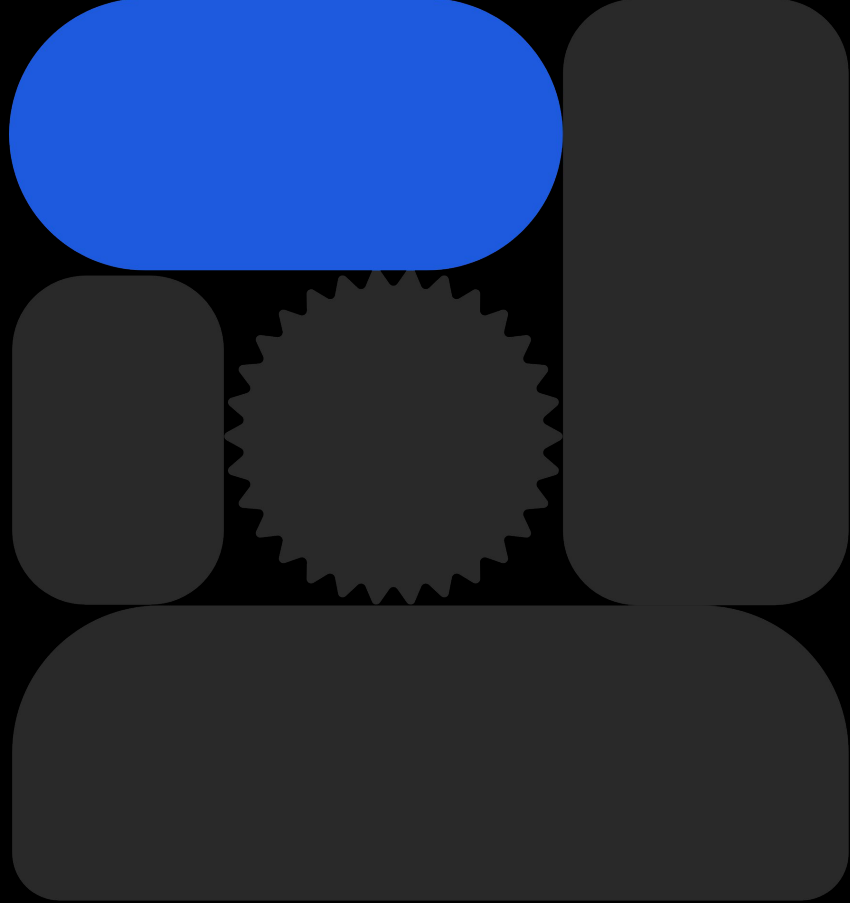
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What we do?





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Why startups fail?

Why startups fail?





Poll time



**KEEP
CALM
IT'S
POLL
TIME**



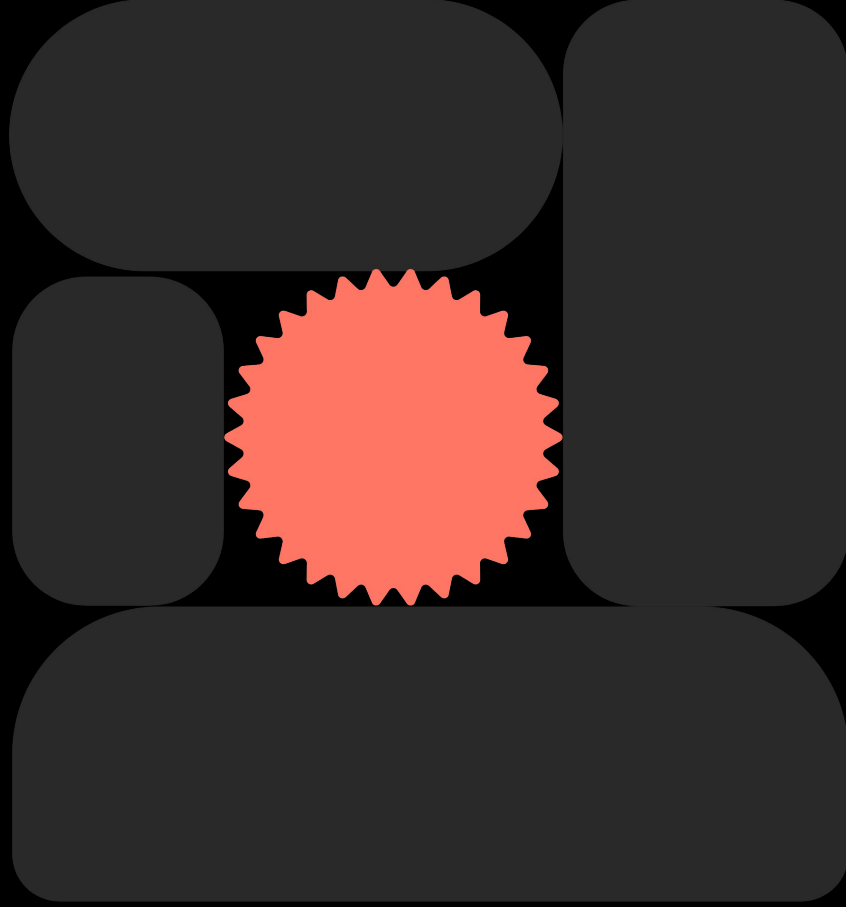
Top 10 reasons why startups fail

*data is taken from CB Insights





Hypothesis testing



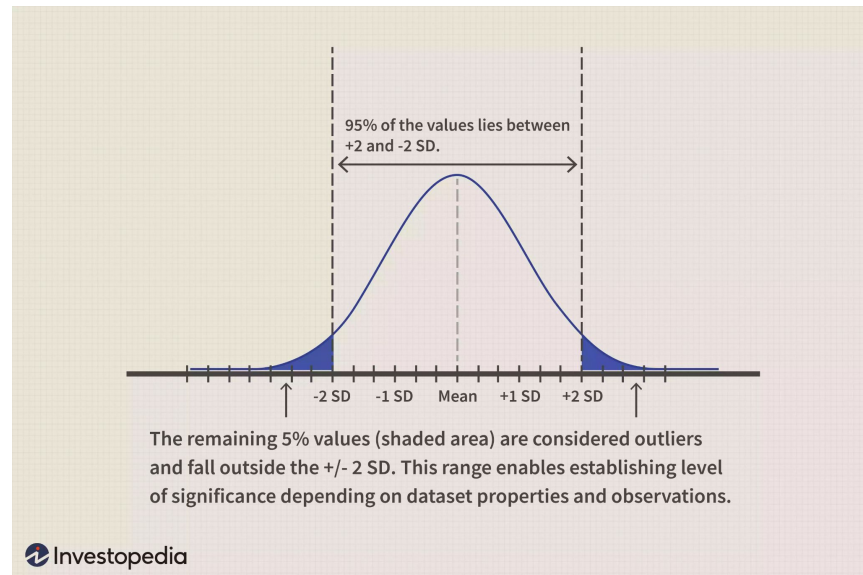


Your assumptions around a MVP being you BVP are a hypothesis - Does someone want it?

You are guessing!

In essence, you are not sure what should be included in your MVP - even if you think you are

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Hypothesis testing





You will still fail if you raise
lots of money if your
hypothesis is wrong

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Hypothesis testing



\$400M



\$1.7B



\$900M





It's a race to learn as fast you can

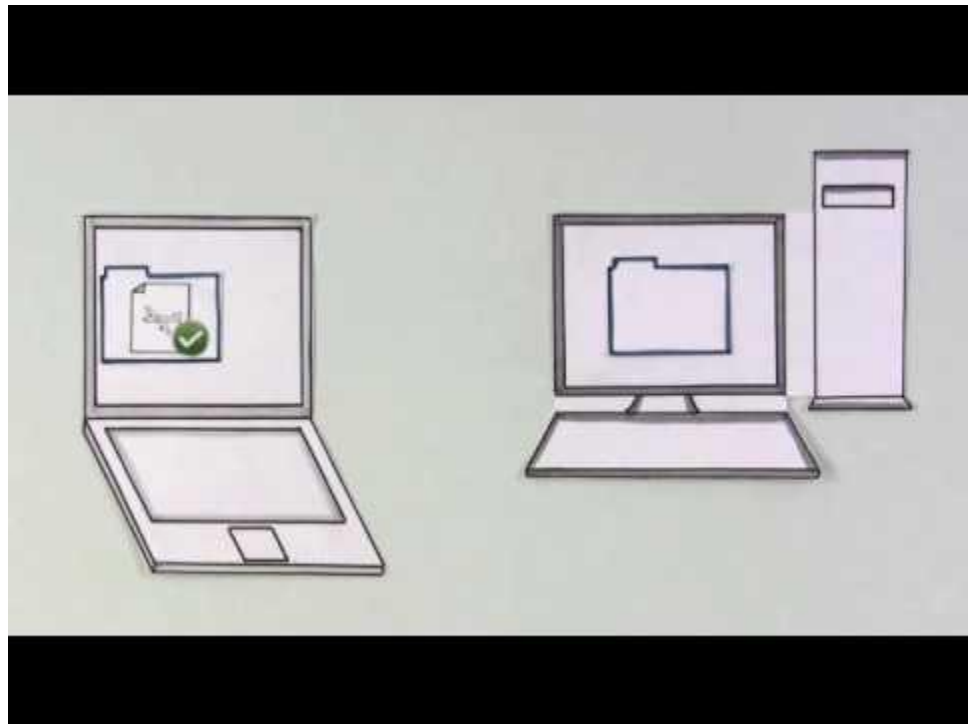




Dropbox

Validating the customer need

Started without a product, just
a video





“UberCab”

The first pitch deck

Starting from the basics,
validating them one step at a
time



UberCab

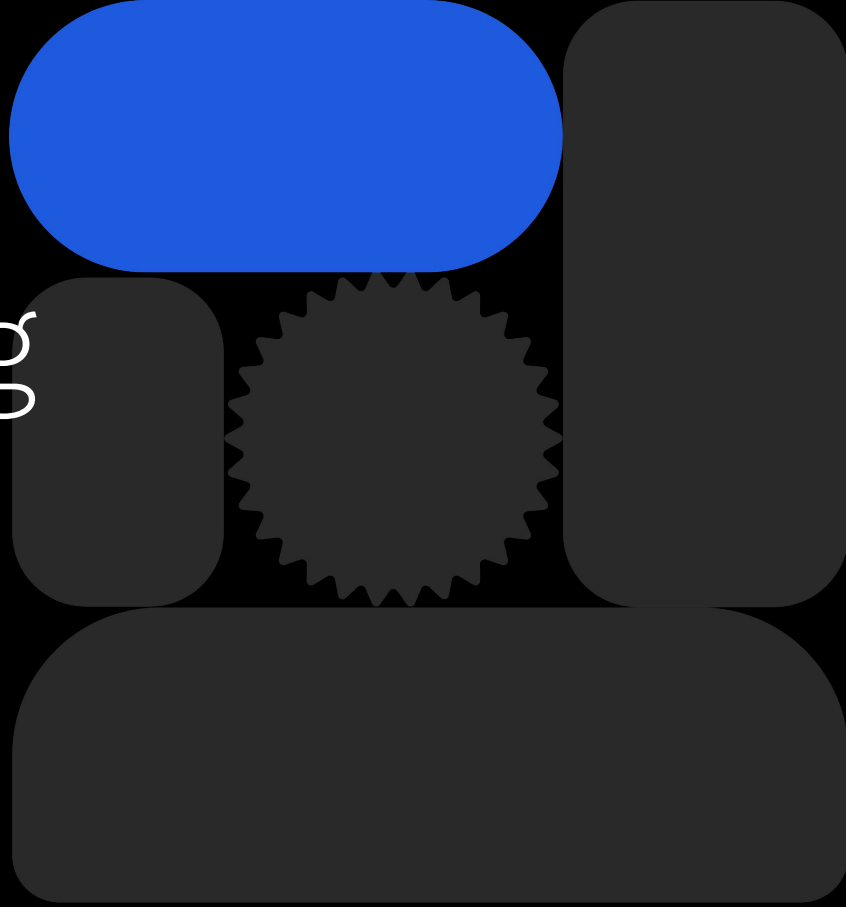
Progress to Date

- Ubercab.com reserved + “ubercab” SMS code
- California LLC + trademark filed
- Iphone dev license applied for Nov28,08
- Bank Account + Paypal account created
- 5 advisors & 15 clients now recruited
- Provisional patent filed
- **NEXT:** buy 3 cars, develop app, Feb1st demo
 - Raise a few million, small-office + GM in SF



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Roadmapping & User Testing

Roadmapping & User Testing






Once you've got a high level plan for your product, you can use a [roadmap](#) to help plan and visualise the build process

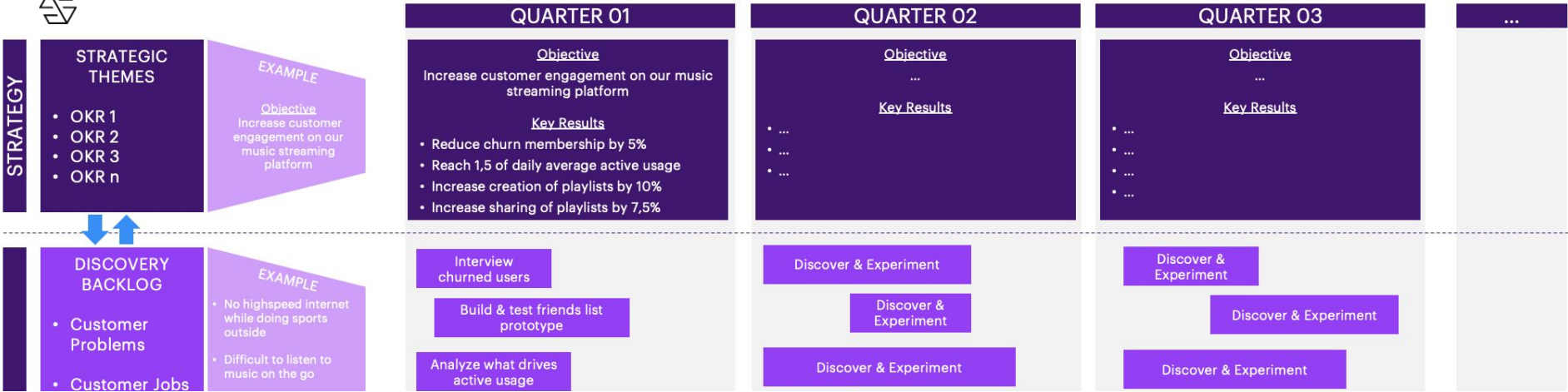
[Roadmapping](#) allows stakeholders to see long term delivery plans, making resource planning easier

The deliverables on your [roadmap](#) should come from user focused sources, based on the problems that you're trying to solve



Roadmaps are great... but be careful!

	Output-driven
Estimations are often arbitrary (especially if they're for items that are in the distant future)	Not problem-focused
No time for research and validation factored in	No room for change
	



Keeping your **roadmaps** focus on the Problem, not the solution

A Problem focused **Roadmaps** allows you to ensure that the work that you're doing is routed in the clients need, not just the technical deliverable.

Use metrics (like OKRs) to track progress against the key problems that have been identified. This allows you to quantify your impact



The Importance of User Testing!

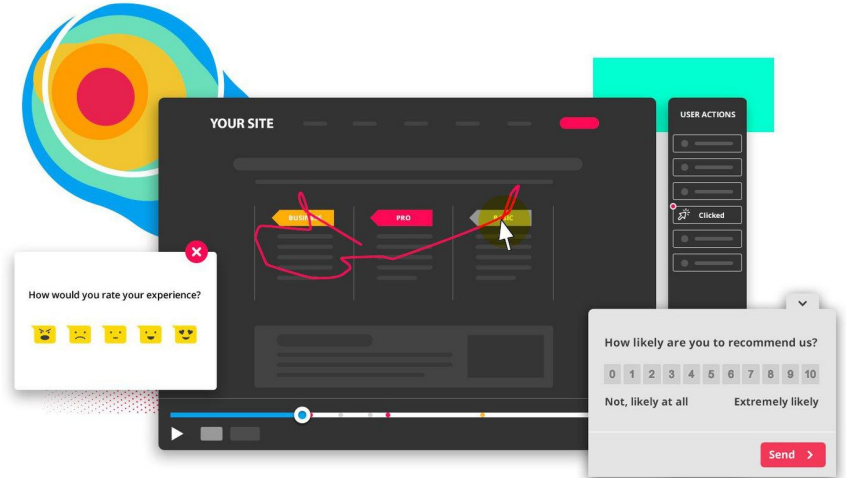
Why should you user test?

Allows you to evaluate your product or idea, to ensure that what you're creating is catering for your users

User Testing could happen when you have your mvp, but should start way earlier...

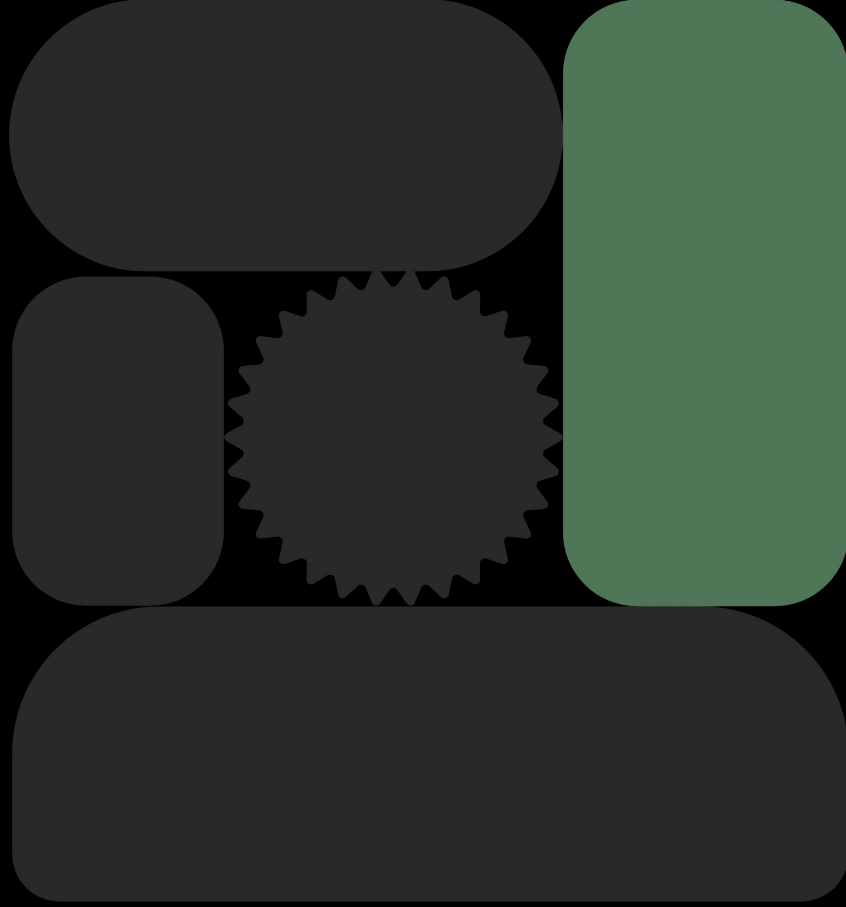
User Testing tips

- Establish what you're trying to test.
- Keep it simple
- Look at what users do, not always what they say





Data-driven decisions



Amazon's MVP was a bookstore



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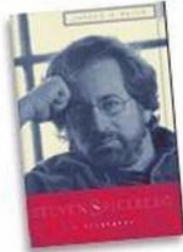
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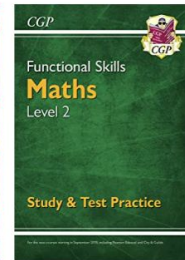
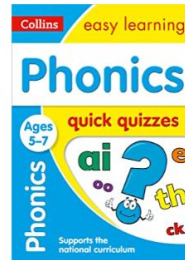
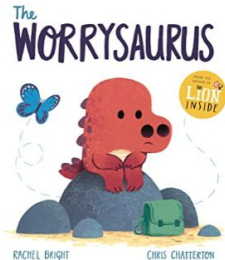
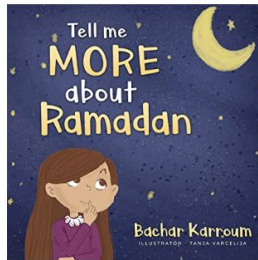
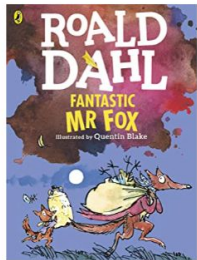
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Data-driven decisions



1. Helps a company make unbiased business decisions backed by data.
2. Helps a company set realistic and attainable business goals.
3. Helps a company turn profitable.
4. Helps a company identify if their business model is working or not.
5. Helps a company track and improve workplace performance.

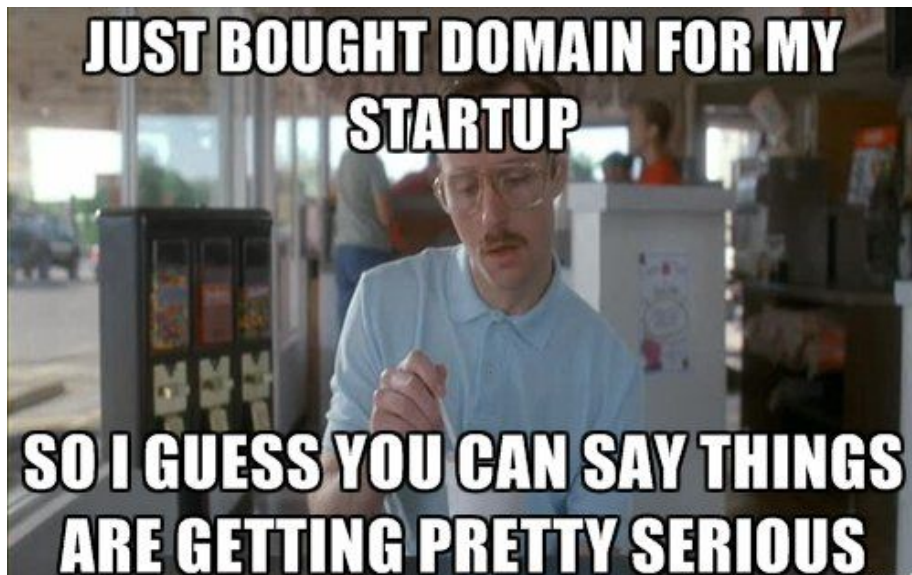




Measuring value,
building a
foundation, with
the team you have
available.

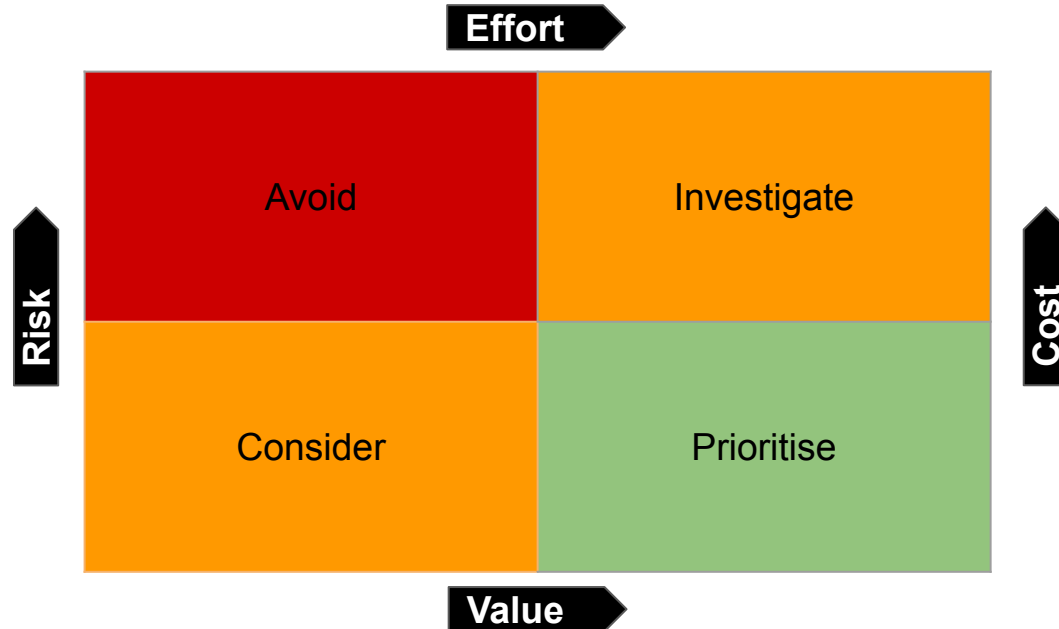


With the team and resources
you have available





There are many ways to work out what's going to deliver most value





Impact Mapping



What do you
want to
achieve?



Who needs to
change their
behaviour?



What will
happen if they
do?



What do we do
to make this
happen?





Foundational elements to be able to build the best possible MVP (a.k.a. BVP)



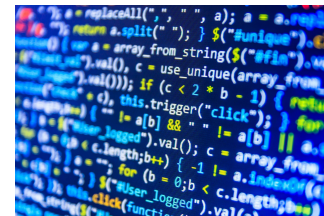
**Product
Need**



Capital



Team



Technology





The power of writing great user stories

How to write them

The shape of a user story follows the following format

As a ... I can ... so that

...

Why we write them

User stories allow us to articulate how something delivers a particular value to the user.

They have become the backbone of Agile product development

The value in them

User stories keep the user in the eyeline of the person interacting with the feature at all times. If something fails to meet the user story, it's probably been built wrong!



Storytelling is the oldest way of passing along information... - Jurgen Appelo

As a ... I can ... so that.... | As a ... I can ...
so that.... | As a ... I can ... so that.... | As
a ... I can ... so that.... | As a ... I can ... so



PM role In MVP development



Work through failures and successes

Things will fail



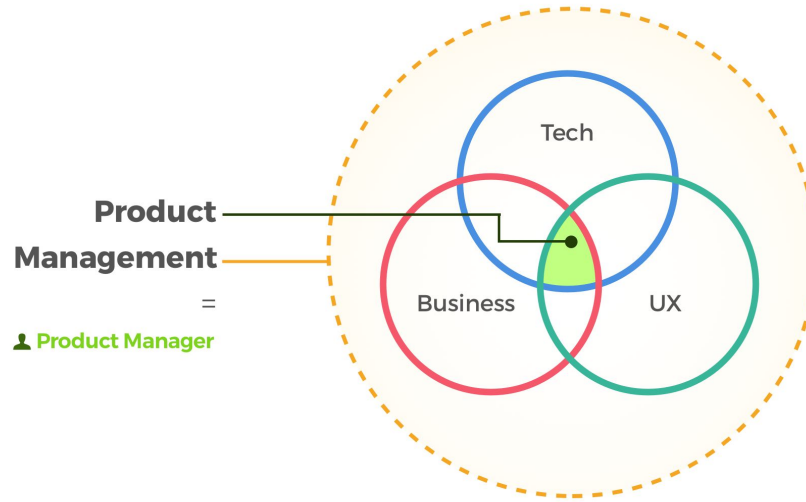
Learning from failure, will shape your orientation and make for better decision-making in the future.

Celebrate successes

When the team has a sense of achievement, they will be happy and motivated, to be the best they can. It's important to celebrate small achievements, like a successful sprint or a completed feature.



Stay on top of the latest trends





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PM role in MVP development

communication, communication, communication, communication, communication, communication



zoom

 **slack**

 **miro**

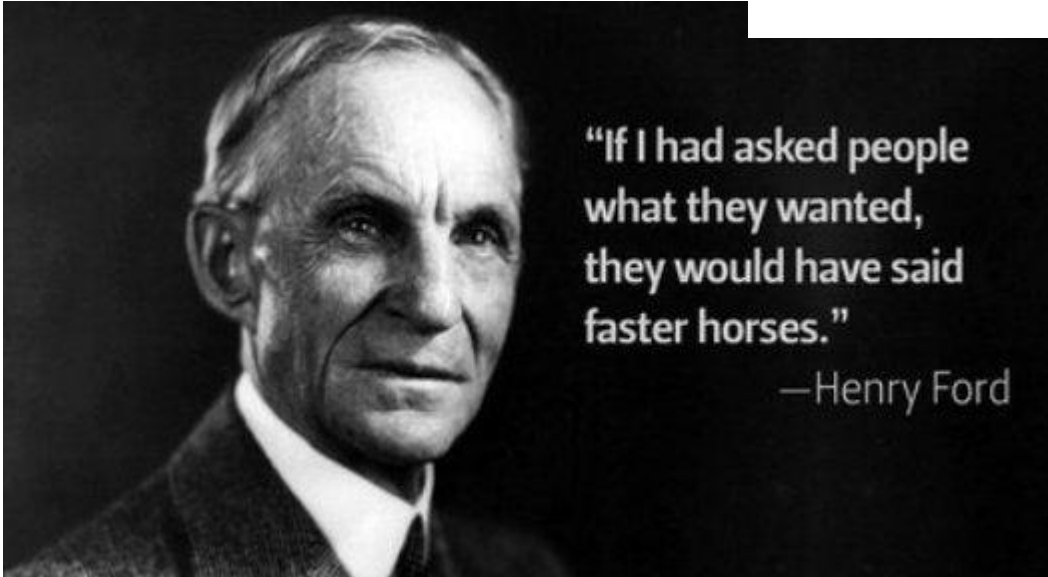
 **Jira Software**
 **Confluence**



Epilogue

"It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them."

- Steve Jobs



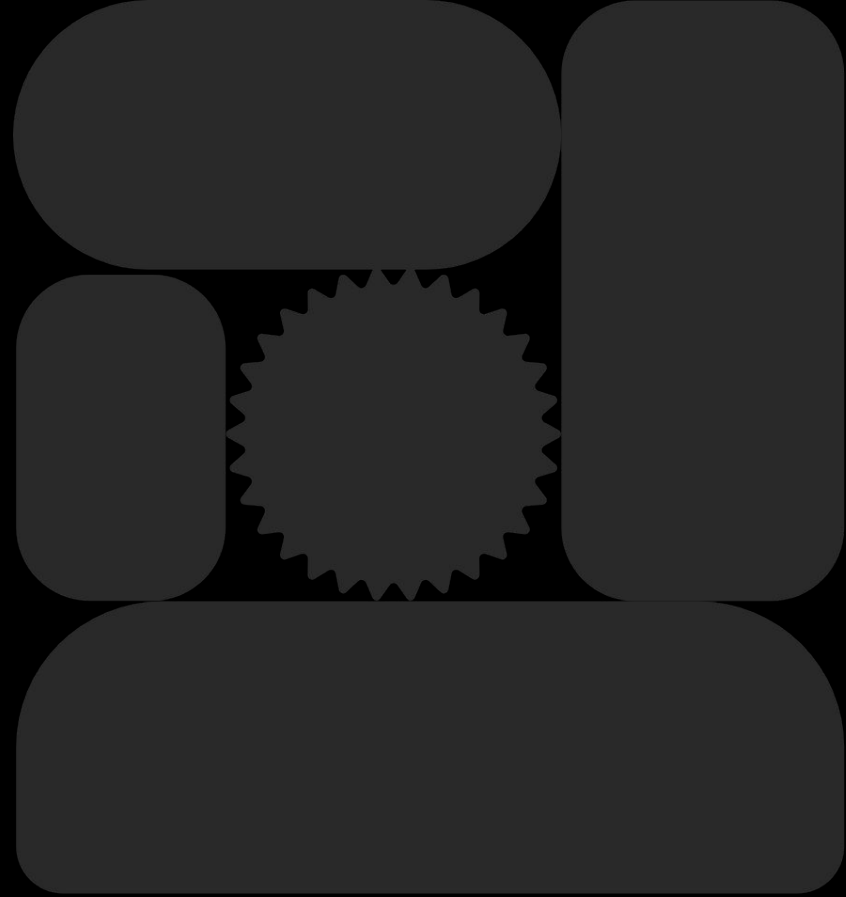
"If I had asked people what they wanted, they would have said faster horses."

—Henry Ford



Questions?

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Questions?



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