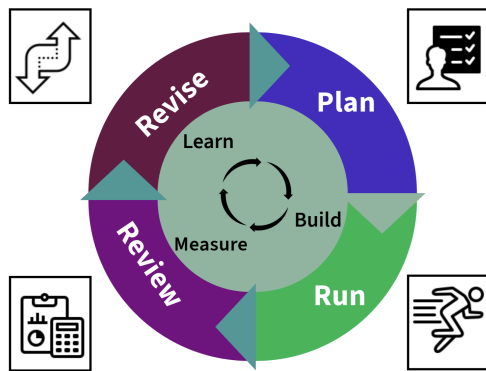


Minimum Viable Product Check List.



Developing a Minimum Viable Product (MVP) is a critical step in turning your business idea into reality. This cheat sheet combines the principles of the Lean Startup methodology with the structured guidance of the Game Plan Accelerator, providing a comprehensive approach to building, testing, and refining your MVP.

By following these steps, you can validate your ideas, gather valuable feedback, and adapt quickly to ensure your product meets market needs while aligning with your broader business strategy.

Step 1: Plan.

1. **Define Your Objective**
 - What problem does your MVP solve?
 - Who is your target audience?
 - What are your goals for this iteration (e.g., validate a specific assumption, and gather user feedback)?
2. **Identify Core Features**
 - Focus on the minimum functionality required to address your target problem.
 - Prioritise features that deliver immediate value to users.
3. **Set Measurable Goals**
 - Define clear success metrics (e.g., user sign-ups, conversion rates, customer feedback scores).
 - Ensure goals align with your broader business objectives.
4. **Develop a Roadmap**
 - Outline key milestones and timelines for developing and launching the MVP.
 - Assign responsibilities and allocate resources effectively.

Step 2: Build.

1. **Create the MVP**
 - Build a simplified version of your product that solves the core problem.
 - Avoid overbuilding or including unnecessary features.
2. **Use Rapid Development Tools**
 - Leverage no-code or low-code platforms to speed up development.
 - Focus on functionality over aesthetics at this stage.
3. **Test Internally First**
 - Ensure your MVP meets basic quality and usability standards before release.
 - Identify and fix any major issues.

Step 3: Run.

1. **Launch to a Targeted Audience**
 - Release your MVP to a small, defined group of early adopters.
 - Ensure your audience represents your target market.
 2. **Track Metrics in Real-Time**
 - Use analytics tools to monitor user behaviour and engagement.
 - Focus on KPIs such as retention rates, usage frequency, and feedback volume.
 3. **Collect Feedback**
 - Gather qualitative feedback through surveys, interviews, or focus groups.
 - Identify what users love, what confuses them, and what they feel is missing.
-

Step 4: Measure.

1. **Analyse Data**
 - Evaluate metrics and feedback against your predefined goals.
 - Look for patterns and anomalies that indicate user needs and pain points.
 2. **Validate or Refute Hypotheses**
 - Use the data to determine whether your assumptions about user behaviour were correct.
 - Decide if your MVP meets its core objective.
 3. **Identify Areas for Improvement**
 - Highlight features to refine, bugs to fix, and potential enhancements.
-

Step 5: Review & Revise.

1. **Review Insights**
 - Consolidate findings from metrics, feedback, and analysis.
 - Identify what's working and what needs to change.
 2. **Revise Your Plan**
 - Update your roadmap based on validated learning.
 - Adjust timelines, goals, or resource allocation as needed.
 3. **Prepare for the Next Iteration**
 - Incorporate the changes into a new version of your MVP.
 - Repeat the process with the improved product.
-

Tips for Success

- **Stay Lean:** Avoid the temptation to overbuild. Simplicity is key.
- **Prioritise Learning:** Focus on insights over perfection.
- **Engage Early Adopters:** Their feedback is invaluable for refining your product.
- **Iterate Quickly:** Use short cycles to test, learn, and improve.