

# MVP - MINIMUM VIABLE PRODUCT

## GOAL / OBJECTIVE

Why are you building this MVP?

## CUSTOMERS

Who are the users who benefit from this product?  
Who are you going to test it with?

## HYPOTHESIS

What do you believe to be true?  
What do you need to validate for your product idea to be successful?

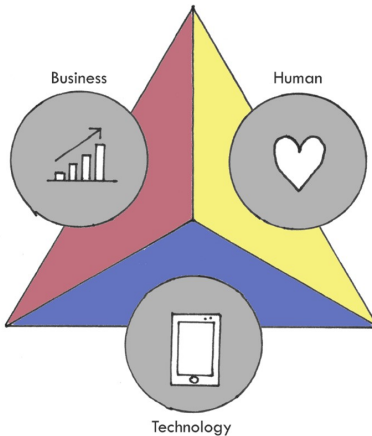
## WE ARE RIGHT IF...

What do you expect to discover from your test?  
How would you define and measure a successful MVP?



## BUSINESS ELEMENTS

List elements and metrics of the business viability and market-solution fit



## HUMAN ELEMENTS

Describe the customer experience that you need to deliver

## TECHNOLOGY ELEMENTS

Describe the form or tools used to build this MVP