Inno Aid

Aid for Innovation Competence and Product Development (InnoAID)

InnoAID project develops innovation and product development activities of SMEs and micro-enterprises and improves the innovation capacity of their staff.

MVP is a process, an investment and a learning experience about a future product or service. MVP has just enough features to meet the needs of the first customers and from which you can get feedback for the development of the product or service. It is and must be an accepted deviation from the accustomed process and routine.

The development of MVP thinking

- Frank Robinson 2001, co-founder and manager in the company SyncDev
  - Lessen the amount of features
- Steve Blank 2005, The Four Steps to the Epiphany: Successful Strategies for Products that Win
  - The methods in startups differ from the ones in bigger companies
- Eric Ries 2011 popularised the term in his book "The Lean Startup"

There are many names for MVP →

- Minimum Viable Products
- Minimum Desirable Products
- Minimum Lovable Products
- Minimum Delightful Products
- Minimum Marketable Products
- Minimum Sellable Product

popularization throughout the years

MVP is an iterative process
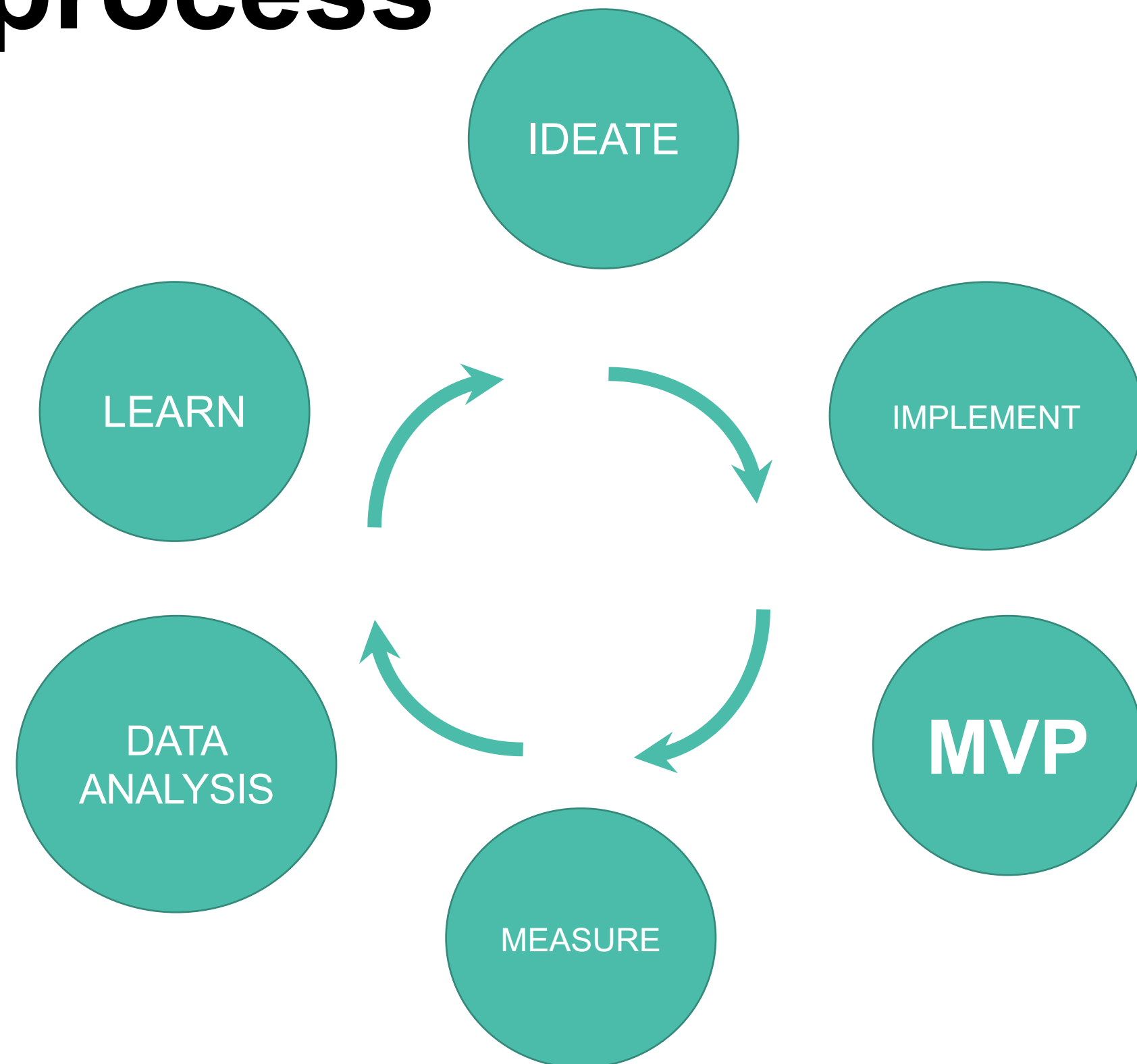
- It is not a product
- It is a learning process
- It is experimenting
- In best case, you create history, because it does not exist yet

Why MVP?

- "The consumer is the most important point on the production-line." W. Edwards Deming.

- "If we do not know who the customer is, we do not know what quality is." Eric Ries, The Lean Startup, 2011

- "A minimum viable product (MVP) helps entrepreneurs start the process of learning as quickly as possible." Eric Ries, The Lean Startup, 2011

- A more controlled way to take a risk

- Allows fast feedback from customers

- Learning experiences

- Offers a chance to test new technologies

- Offers a chance to new markets

- Offers a chance to test customers

- Combines customer needs and new solutions

- Visionary products

MVP minimizes cognitive dissonance

- **The creators of a product or a service think that they know what the end-user wants**

- **Cognitive dissonance** is a psychological conflict resulting from incongruous beliefs and attitudes held simultaneously [2].

- The uncomfortable feeling arises when earlier beliefs are and assumptions differ from the new information. The resulting discomfort can be alleviated in many ways. The person may avoid new information, refuse to believe it or explain it away. Another option is to ignore the conflict or reconcile the conflicting views to make them compatible with each other. (Wikipedia)
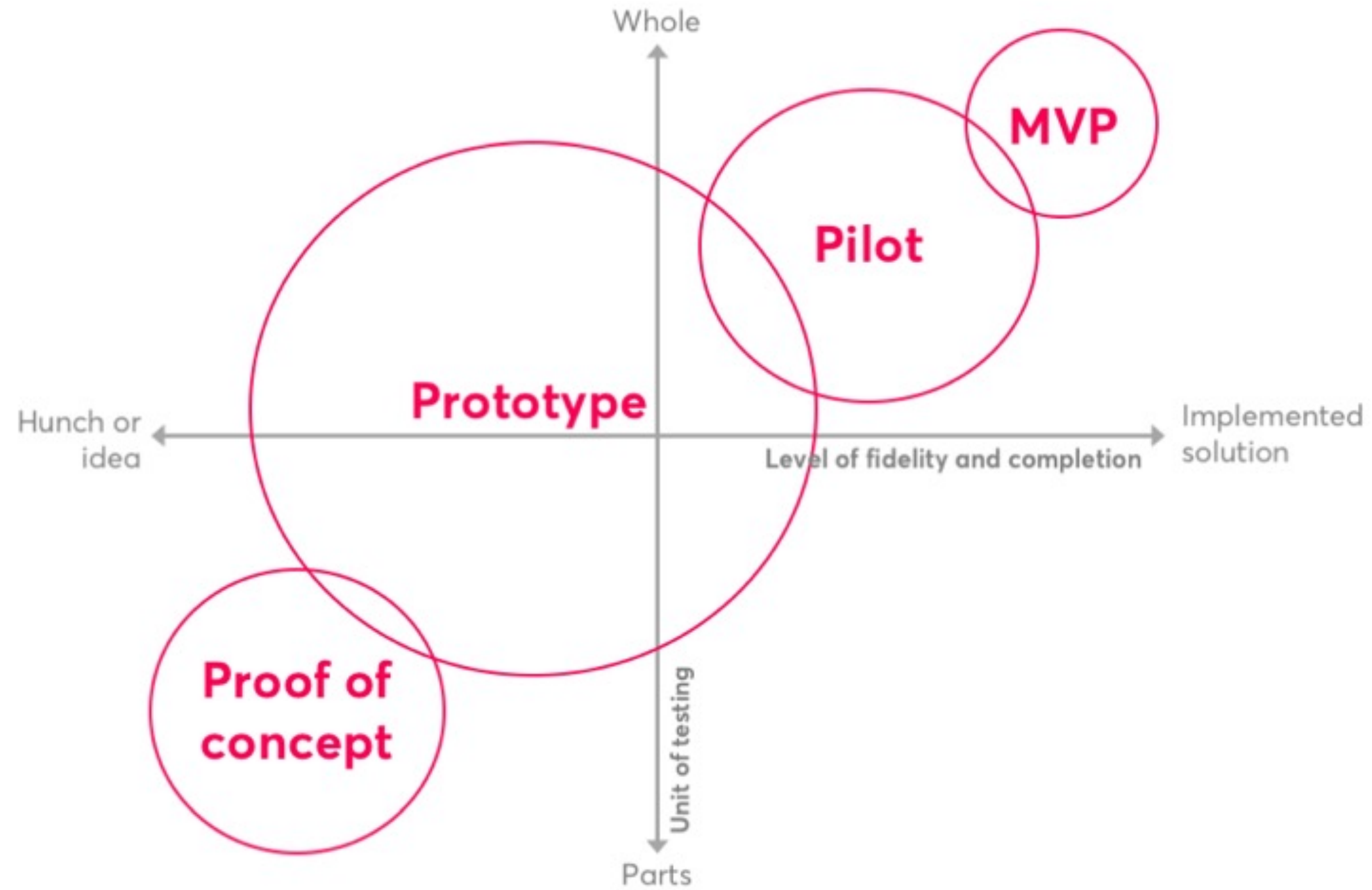
What affects MVP and the development process of a product or a service

- Innovation or imitation
- Radical or incremental innovation
- Research or applied innovation
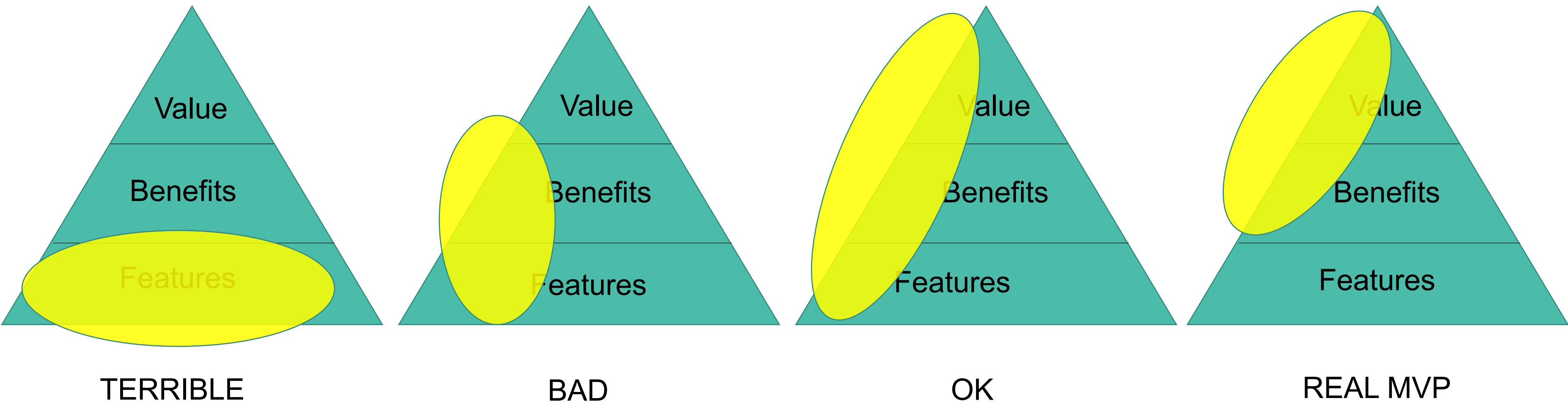- The complexity of a product or service
- Industries

The most common problems with MVPs

- Inadequate product strategy
- Too many features in MVP
- Overdesigned MVP
- Too big a development team
- Too much feedback that cannot be prioritized

https://www.nesta.org.uk/blog/proof-of-concept-prototype-pilot-mvp-whats-in-a-name/

MVP

TERRIBLE

BAD

OK

REAL MVP

Modified from:
https://fulcrum.rocks/blog/how-to-innovate-with-mvp/

	DEVELOPMENT ENVIRONMENT			CUSTOMERS
	Proof of concept	**Prototype**	**Pilot**	**MVP**
What	Feasibility of the idea	How to idea works, the verification of assumptions	Testing in real environments	The verification of the products customer value
Development stage	Early stage	Early stage	Launch	Testing with a customer
Why	Ensuring the feasibility	How does the idea work	How does the idea work in practise	Presenting the product to the customers and learning from feedback
Development time	INCREASING →			Continuous
Costs	TYPICAL INCREASING →			
Testing groups	Inner stakeholders	Users, decision makers, sponsors	End users, decision makers, sponsors	End users
What features are tested	Description of the used technologies	Usability, basic functionality	Basic functionality, user interface	Most important features, usability, user interface
Investors	Pre/Seed	Seed / A round	A round	B round