Technology Start-ups
Lecture 9

Get to Release 1.0

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Reduce the scope of MVP so you build the smallest thing possible:

- Illustrates a solution to your most important problem(s)
- Can learn from
*Think of MVP Like Sauce*

Concentrated, Intense, and Flavorful

1. Start with Most Important Problem!
2. Eliminate Nice-haves and Don’t-needs
3. Repeat steps 1 and 2 for second and third most important problem
4. Consider customer requests
Focus on Learning

Premature optimization is the root of all evil

- Donald Knuth
Focus on Learning

- Avoid pre-mature optimization
- Buy time and solve more efficiently later

For example: Don’t try to prematurely scale
  - Can add more machines (especially with the cloud)
Activation Flow

ACTIVATION

SUBFUNNEL ↓

Signup

How do I get started

Examples include downloading, installing, creating first gallery, etc.

Additional Steps

Key Activity

Did I get to the UVP

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Activation Flow

Ultimate Goal: Experience Unique Value Prop

Does Your Business Have a Unique Value?
Activation Flow

Ultimate Goal: Experience Unique Value Prop

Without sacrificing learning:
• Reduce signup friction
• Reduce number of steps
• Deliver on your UVP
Your Website

- About page
  - Compelling reason to buy from your company!
- Terms of Service and Privacy Policy pages
  - Don’t wait for legal headaches!
- Tour Page
  - Videos/screenshots
Landing Page

- Unique value proposition
- Most important part!

Unique Value Proposition

Photo and Video Sharing for Busy Parents.
Get back to the more important things in your life. Faster.

Try us for Free or Take the tour
Got questions: 1–800–381–7241 or email

Clear “Call to Action”

Invitation to learn more

Image, screenshot, or video that supports the UVP

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Landing Page

- Supporting Visual
- Visual aid resonates with target customer

Unique Value Proposition

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- Clear call to action
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