



Technology Start-ups Lecture 9

Get to Release 1.0

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Bottom Line

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

Additional Steps

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

Key Activity

Did I get to the UVP



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](#)

Image, screenshot, or video that supports the UVP



Clear "Call to Action"

Invitation to learn more



Landing Page

- Supporting Visual
 - Visual aid resonates with target

Unique Value Proposition

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Landing Page

- Clear call to action
- Invitation to learn more

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