

# WIR **VERNETZEN** DIE GRÜNDER DES RUHRGEBIETES

Interview mit STARTUPREMOTE zum Thema MVP

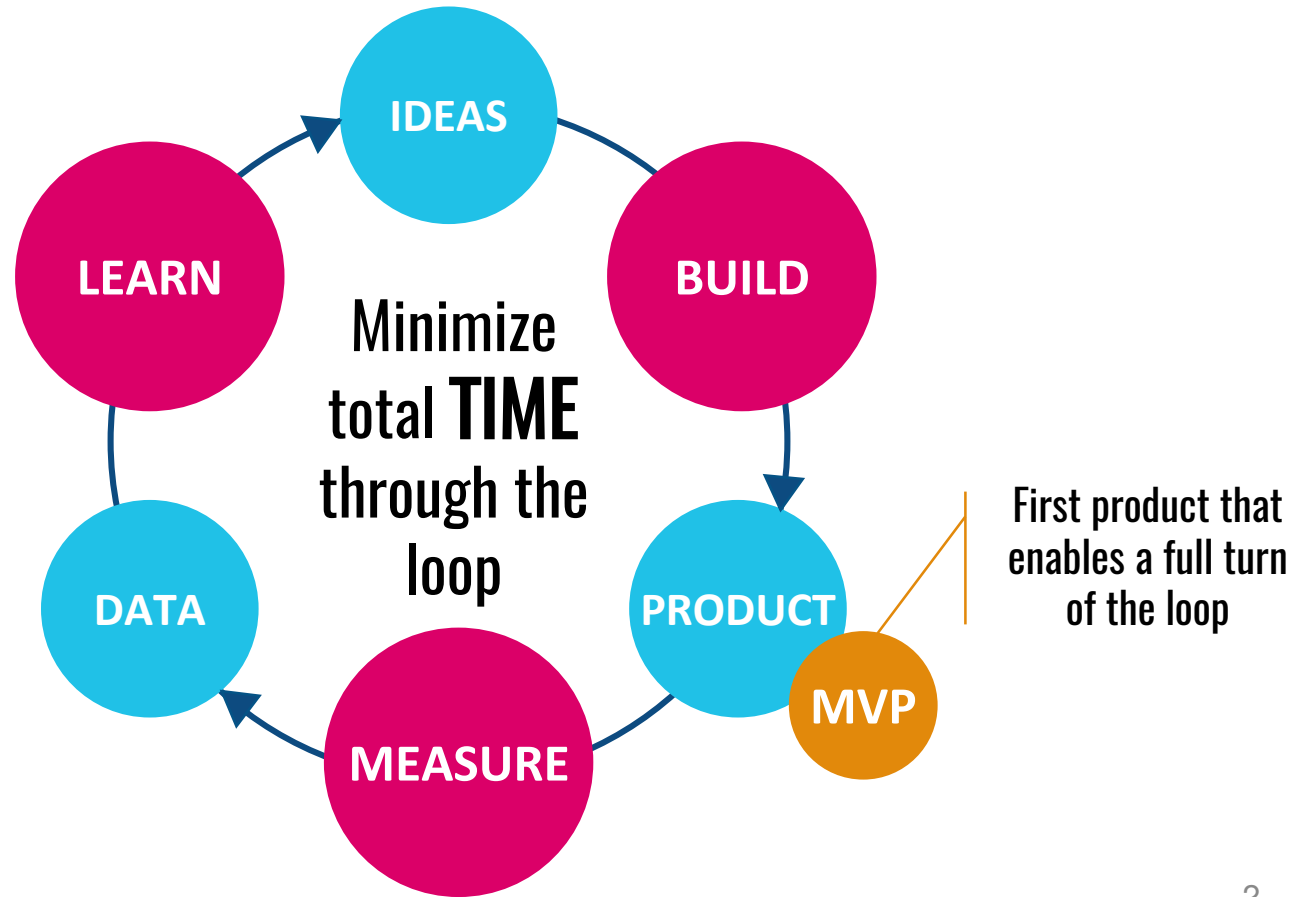
**„Instead of spending years perfecting our technology, we build a minimum viable product, an early prodct that is terrible, full of bugs [...].“**

**„Then we ship it to customers way before it's ready. And we charge money for it.“**

**„After securing initial customers, we change the product constantly – much too fast by traditional standards – shipping new versions dozens of times every single day.“**



“  
The MVP is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort.”





**VALIDATED Learning**  
**Learning from an experiment**

Everyone has a plan 'till they  
**get punched** in the mouth

Mike Tyson



# Warum scheitern Startups?



**YOU don't know  
until you test!**

## Ungewissheit

**YOU produce  
products  
nobody wants!**



**Gewissheit  
durch Testen  
im Markt**

**Risiko des Scheiterns minimieren  
Aussicht auf Erfolg erhöhen**

- Fokus auf Kern des Leistungsversprechens
- Effiziente Nutzung vorhandener Ressourcen
- Früher Beziehungsaufbau zu Kunden
- Früher Fokus auf Aufgaben mit Kundeninteraktion

Proof-Of-  
Concept  
(PoC)



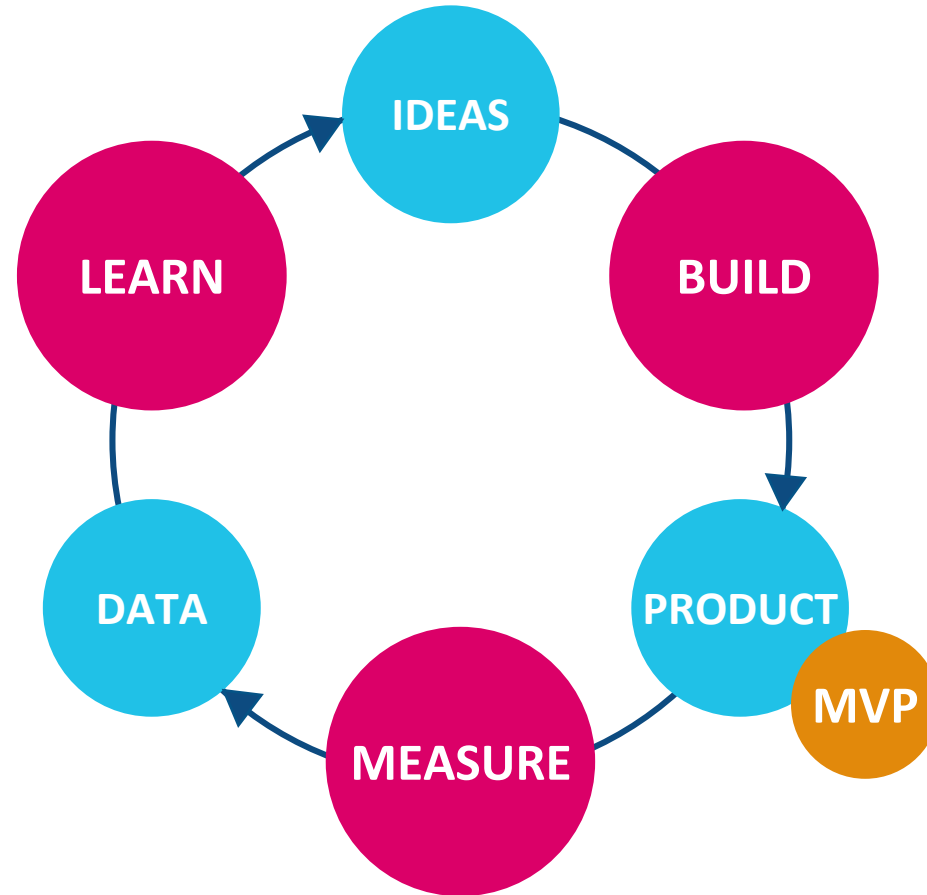
MVP



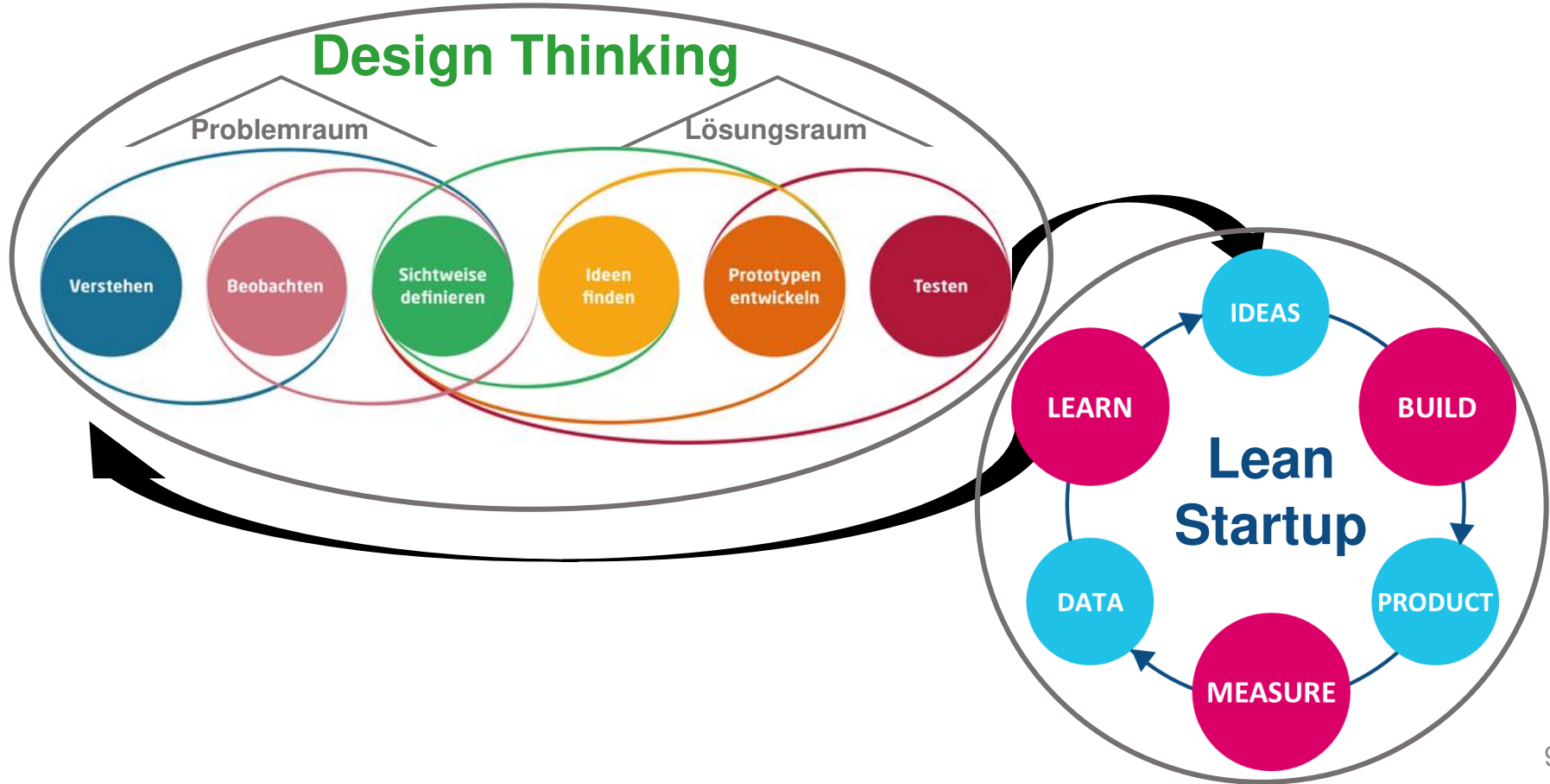
Prototype



MVP baut auf  
einer bereits  
bestehenden Idee  
auf.  
Und wie gut  
kennst du deine  
Idee?



# Design Thinking und Lean Startup ergänzen sich



# Kernhypothese und Annahmen validieren



User Need Statement (Hypothesis)



I believe



needs a way to



Because (or but)

In order for my idea to be successful, the following must be true: e.g.

- My customer will pay for my solution
- Alternative solutions are not available or are not satisfactory for my customer
- ....

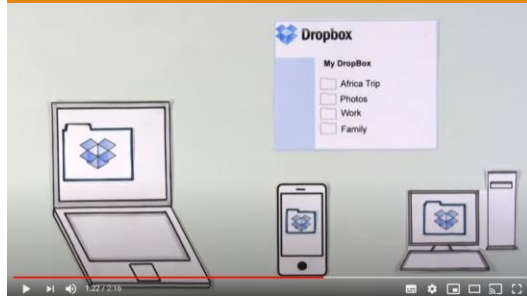
Minimum Criteria for Success

# MVP Arten und Beispiele

## Single Feature



## Pre-Order Landing Page



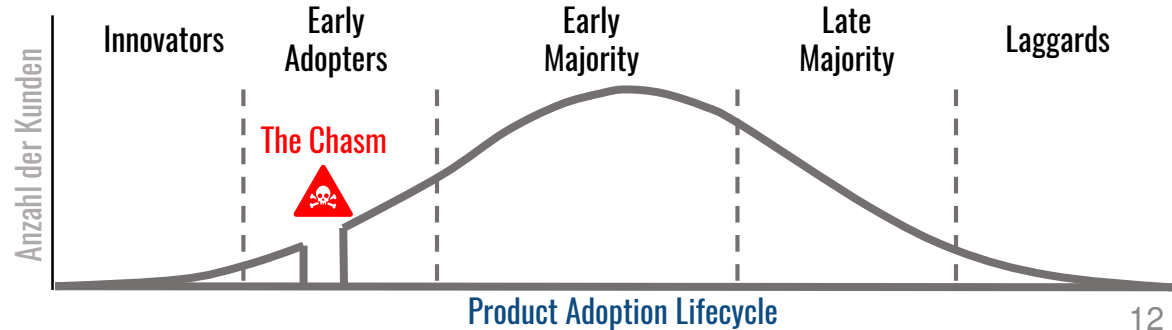
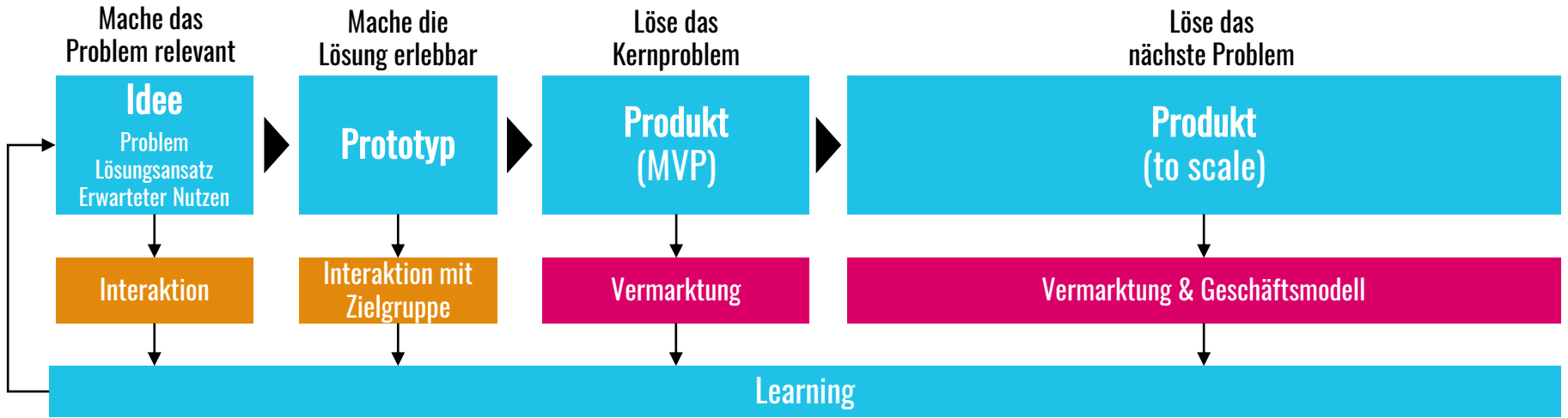
## Piecemeal



## Wizard of Oz



# Die Roadmap



# Links zu Lean Startup

[Eric Ries: "The Lean Startup" | Talks at Google](#)

[The official website of all things Lean Startup presented by Eric Ries](#)