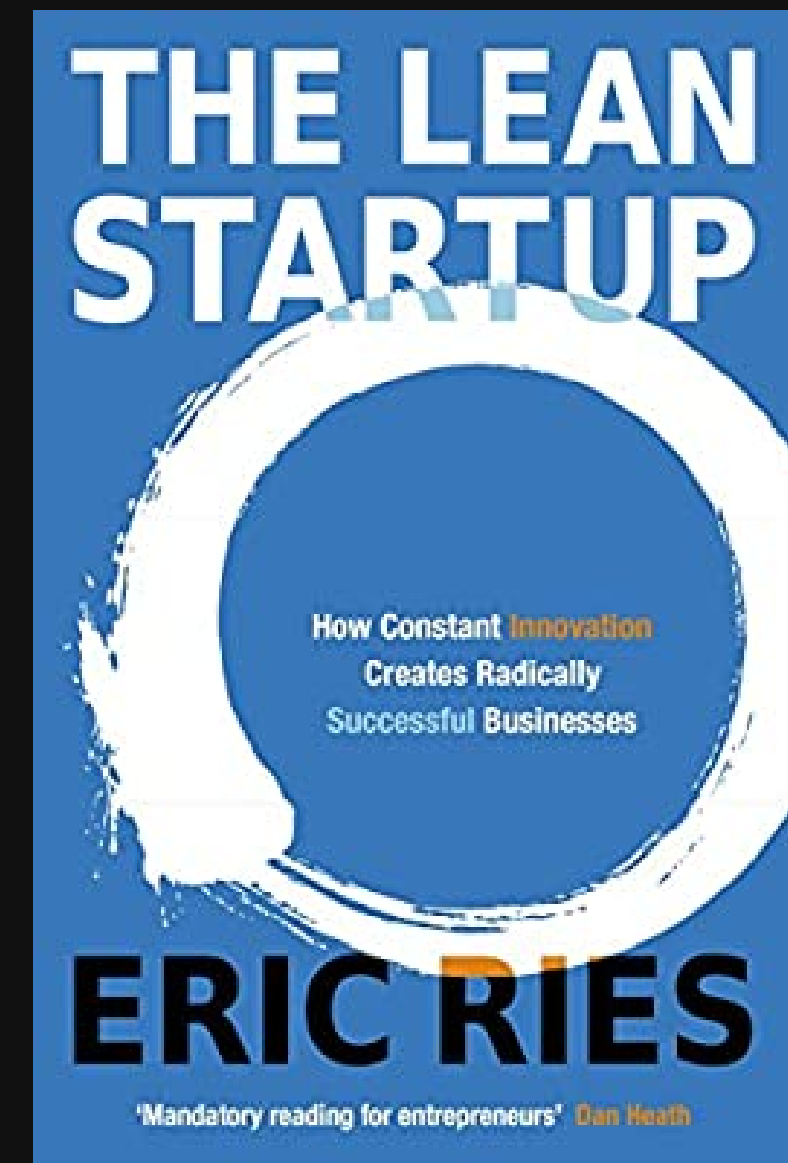


# COMP1531

## 10.2 - Building an MVP

# Being Lean

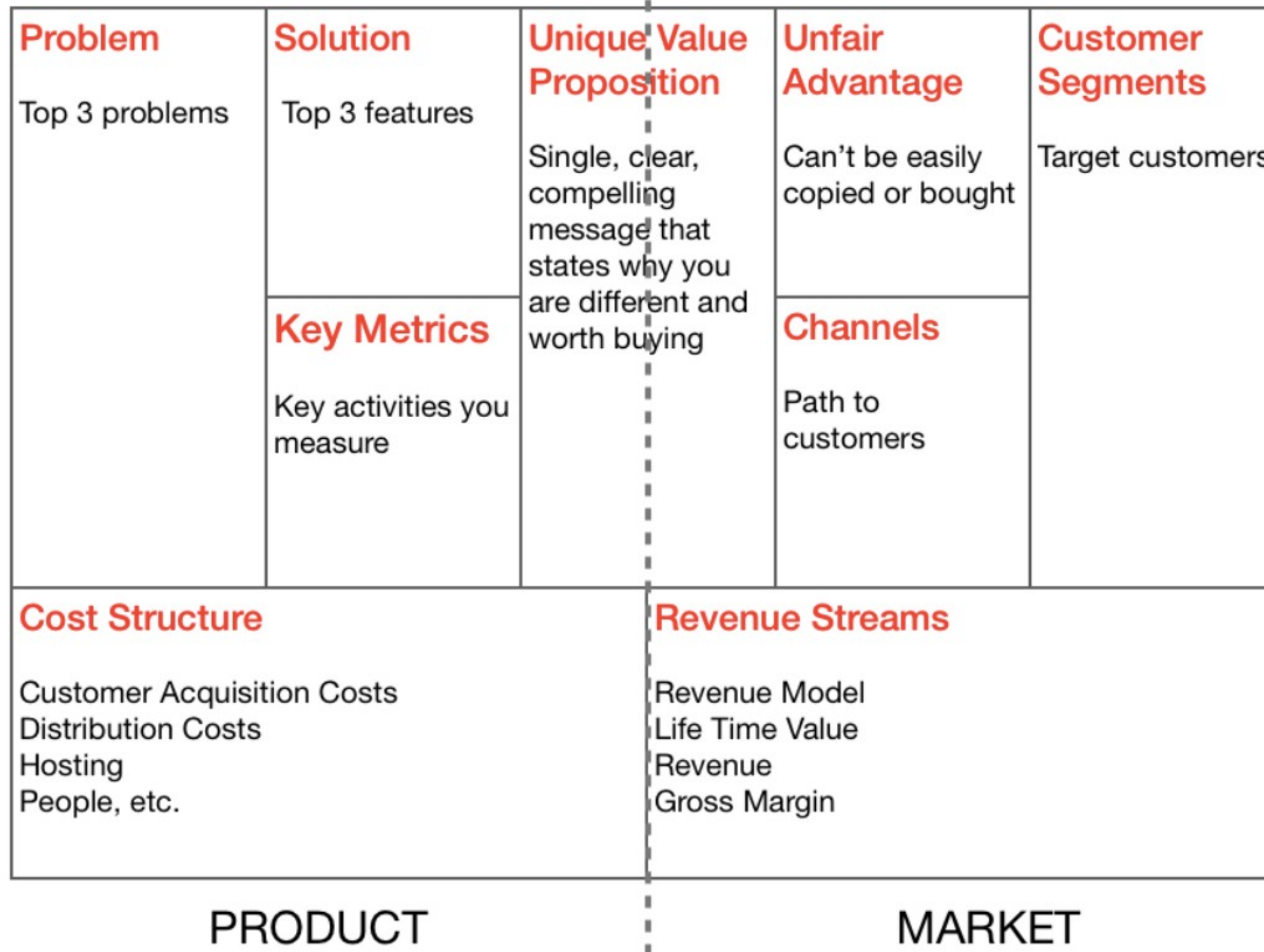
- Eric Ries produced a very popular book known as the "Lean Startup". The book focuses on methods to shorten the product development life cycle and determine if a business is viable or not more rapidly.
- "Build-measure-learn" principles



# Lean Canvas

- A "Lean Canvas" is a common tool used to try and articulate the core principles of a business
- These canvases can then be used to inform what to build.
- If you ever want to start a business - start here

# Lean Canvas



# Product-Market Fit

- Product-Market Fit (PMF) is the degree to which a product satisfies a strong market demand.
- Young companies thrive to reach PMF as soon as possible, as it's usually a key step in early growth
- One of the earliest steps of exploring PMF in a lean way, and verifying the business viability, is to build an **MVP**
  - To build an MVP, one must first understand the business
  - The sole purpose of an MVP is to validate assumptions, not to build good technology