

“No business plan survives first
contact with customers.”

-- Steve Blank

MINIMUM VIABLE PRODUCT: Before you invest a lot of time and money in a prototype, get out and test your hypotheses about the market, your product, and your customers with a minimum viable product, or MVP.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you've learned from this module?

Questions for you, the entrepreneur

1. Why would I create an MVP?
2. What do I need to test my hypotheses about my customer, product, and market?
3. What's the best way to get feedback?

Questions for your team, advisors, mentors

1. Why would we create an MVP?
2. What do we need to test my hypotheses about our customer, product, and market?
3. What's the best way to get feedback?

Additional Resources from www.KauffmanFoundersSchool.org

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>