



“Minimum Viable” Concept/Product Development Stages:

Sellable, Functional, Usable, Launchable

Mission Critical Developmental Questions, Tasks, and Milestones to Address

Sellable MVP	Functional MVP	Usable MVP	Launchable MVP
<p>“Do enough people buy this/buy into this concept, to make it financially worth doing?”</p> <p>“For those who commit into the product purchase product, either financially with a down payment/pre-payment, or commitment to purchase (letter of intent, purchase order), we have gathered statistically relevant information regarding their stated needs & preferences.”</p>	<p>“Is our current team, using our technical, creative, and problem-solving abilities, able to implement the client feedback into a built, minimally functioning prototype?”</p> <p>“Does the minimally viable functioning prototype generate economic value in the form of solving the user’s initially stated problem set (needs and preferences)?”</p>	<p>“Is the product we’ve built something that users can use at a level which allows us to a) charge them \$ and b) retain a financially-profitable relevant majority of them over the product lifecycle?”</p> <p>“Have we gathered enough information (quantity, specificity) from users to be able to fix critical bugs that will create a stable, positive brand and user experience for our public launch?”</p> <p>“Have we spec’ed out what our public-facing launch will require, both technically and in business development?”</p>	<p>“Have we implemented user feedback into the launch version of the product?”</p> <p>“Is our current team, using our technical, creative, and problem-solving abilities, able to successfully prep and launch the product, including a majority of the following tasks:</p> <ul style="list-style-type: none"> Create a compelling marketing message, identity, and brand Create product packaging and pricing Tap into our already existing user base as well as set up distribution channels for acquiring new customer bases Deploy the product into the market Attract industry attention



			Sell and engage users who find, purchase, use, and draw value from the product
<input type="checkbox"/> ___ Sellable "Yes's" completed	<input type="checkbox"/> ___ Technical "Yes's" completed	<input type="checkbox"/> ___ User Testing "Yes's" completed	<input type="checkbox"/> ___ Launch "Yes's" completed
<input type="checkbox"/> Specifications from pre-committed, (paying) users:	<input type="checkbox"/> Specifications from pre-committed (paying) users:	<input type="checkbox"/> Specifications from pre-committed, (paying) users who have tested the product:	<input type="checkbox"/> Specifications from paid users who are actively using the product:
<input type="checkbox"/> \$___ pre-committed <input type="checkbox"/> ___ users/clients pre-committed	<input type="checkbox"/> \$___ pre-committed <input type="checkbox"/> ___ users/clients pre-committed	<input type="checkbox"/> \$___ pre-committed <input type="checkbox"/> ___ users/clients pre-committed	<input type="checkbox"/> \$___ accounts sold <input type="checkbox"/> ___ users/clients actively on board