

MVP: Minimal Viable Product

A Playbook for Founders and First-Time Builders.

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What is an MVP

and why do I need it?

Since the rise of AI, it seems like every single day there are thousands of new start-ups sprouting out of the earth. But, many just get stuck in the first ideation phase, the most exciting and motivating one, if I might say. So, now, why is it so important to go step by step, making sure that you don't get overly motivated and start shipping out a highrise of a product, and what does it have to do with an MVP?

In startup language, a Minimum Viable Product is the simplest version of your idea that still delivers value to a customer. It ships fast, teaches you something useful, and spares you from writing code that no one wants. Think of it as a test balloon: enough lift to clear the trees, but still tied to the ground so you can haul it back if the wind shifts. And it has a happy smiley face on it, don't ask why.

