

Imagine you're a startup with a "brilliant" product idea. How do you know anybody is willing to pay for it? You build it, right? Nope. You can test your assumptions easier. For example, instead of building the product, you create a landing page. Ask people to sign up to get notified once the product is finished. Run an AdWords campaign. Do people sign up? If so, build a "Buy"-page. Do people click to buy at a feasible price? Great, go ahead and build a 1st version of the product.

Lean Startup's

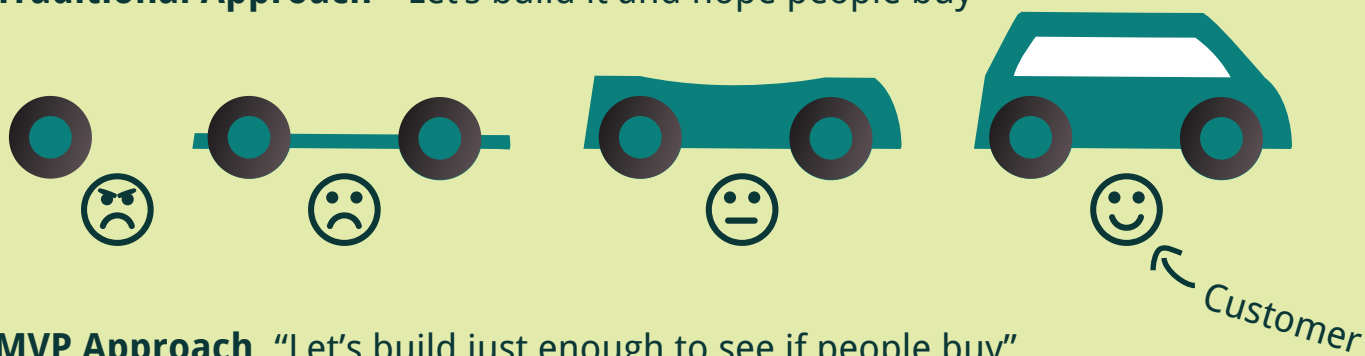
M inimum V iable P roduct

The fastest way to test a product hypothesis

Spoiler Alert: Doesn't have to be a "product"

Of course you can also build the actual product MVP style, similar to iterations in Agile Software Development:

Traditional Approach "Let's build it and hope people buy"



MVP Approach "Let's build just enough to see if people buy"

