

Your Innovation Game

The MVP concept

By taking the Minimum Viable Product approach (MVP) to delivering projects within your business, you'll unlock your company's potential and deliver real value.

MVP misconception

A true MVP is not the first version of your new product. It's the quickest and simplest thing you can do to test the riskiest assumptions. The focus should be on validated learning.

The goal is to learn

Focus on what you can learn, use data, and continually feed this back to determine what to test next.

If your assumptions are validated, move forward. If not, reassess the idea.

This will uncover unexpected learnings and help you to deliver a better end product.

Steps for Success



Want to understand how to create successful digital solutions and foster an innovation culture?

Watch our webinar for insights into innovation structures, the psychology of problem-solving versus idea generation, and practical steps to ensure your tech products drive significant value.

Creating an innovation culture

- Implement a project evaluation framework.
- Search for incremental improvements, instead of one big idea.
- Engage end users.
- Create a culture of physiological safety.
- Ensure project teams stay connected to the business.

Why start small?

The bigger the project, the more variables, risks and stakeholders, meaning you make more assumptions. Making more assumptions, leads to more errors.



First, prove the problem, then develop and test solutions iteratively, with continuous feedback and feasibility checks.

Types of MVPs

- 1 **Customer Interviews**, "Get outside your walls" and speak to end users.
- 2 Learn from a **manual or off-the-shelf solution**, before you automate.
- 3 Play the middleman with the **Concierge Model** to gain insight into the process.
- 4 **Product videos** are great to illustrate problems customers don't even know they have.
- 5 Drive traffic to a **landing page** to get signups and test how much interest there is.
- 6 By taking **pre-orders**, you'll get immediate feedback and test willingness to pay.

Watch our webinar for more!

