



PUTTING THE “V” IN MVP



MINIMUM [min-uh-muh m]



VIABLE [vahy-uh-buh l]



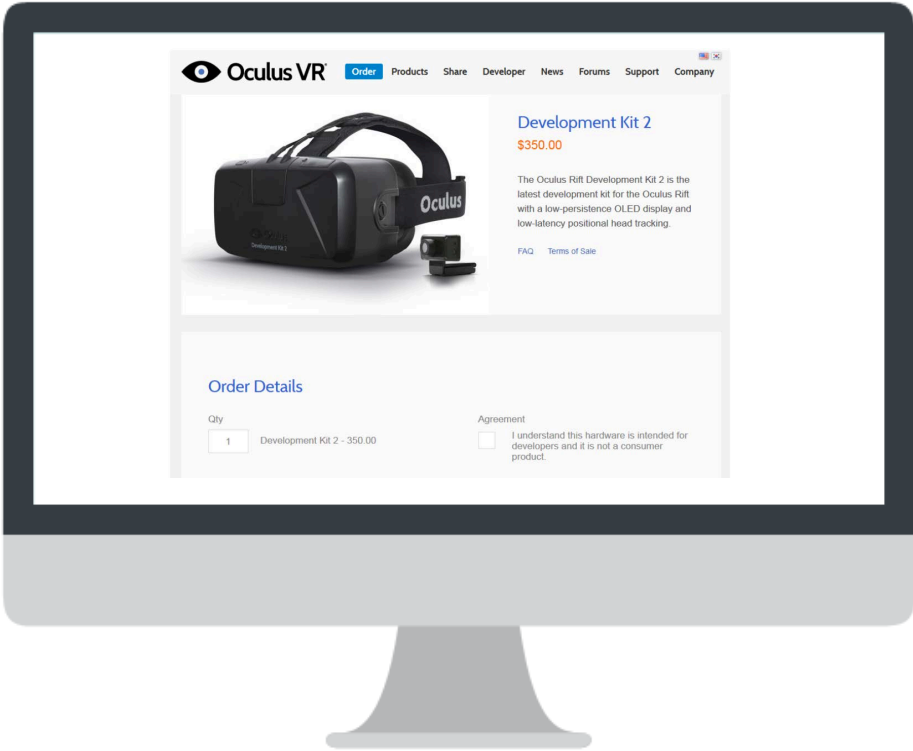
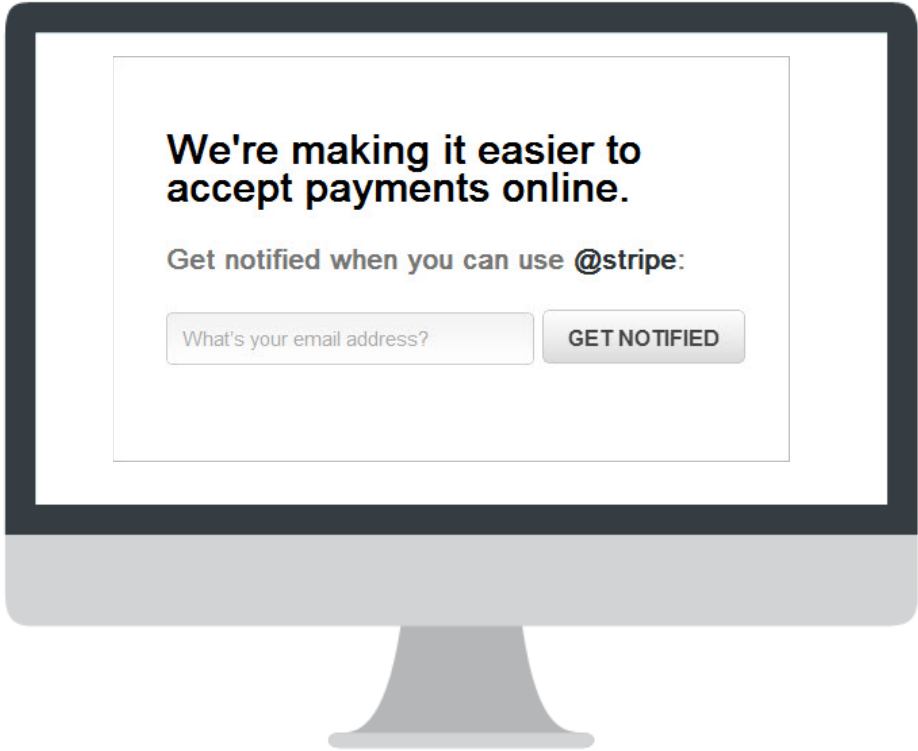
PRODUCT [prod-uh kt, -uhkt]

A minimum viable product (MVP) is the "version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort" (similar to a pilot experiment). - Eric Ries, The Lean Startup





LANDING PAGE



A computer monitor with a dark grey bezel and a light grey base. The screen displays a white rectangular box containing text and a form.

**We're making it easier to
accept payments online.**

Get notified when you can use @stripe:

What's your email address?

GET NOTIFIED



Development Kit 2

\$350.00

The Oculus Rift Development Kit 2 is the latest development kit for the Oculus Rift with a low-persistence OLED display and low-latency positional head tracking.

[FAQ](#) [Terms of Sale](#)

Order Details

Qty

1

Development Kit 2 - 350.00

Agreement

☐

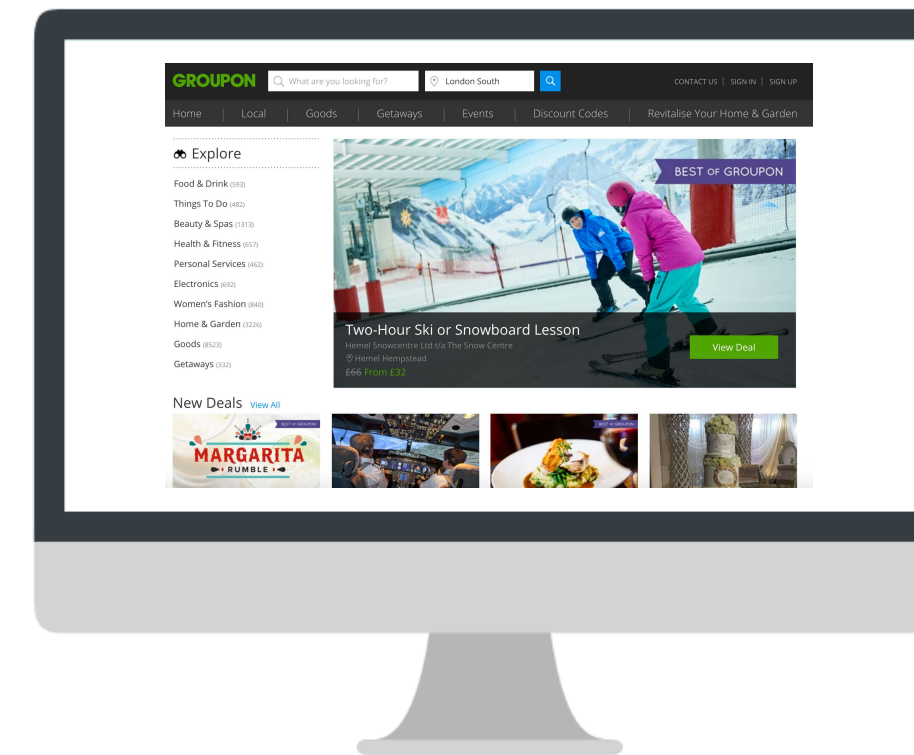
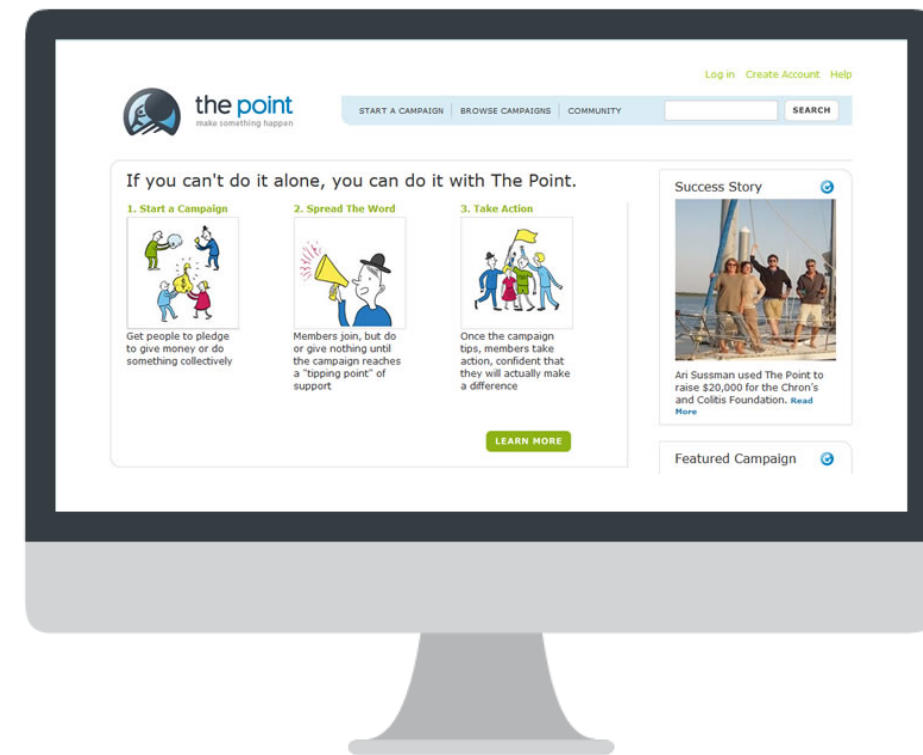
I understand this hardware is intended for developers and it is not a consumer product.

EXPLAINER VIDEO





PIECEMEAL





the point
make something happen

[Log in](#) [Create Account](#) [Help](#)

[START A CAMPAIGN](#)

[BROWSE CAMPAIGNS](#)

[COMMUNITY](#)

[SEARCH](#)

If you can't do it alone, you can do it with The Point.

1. Start a Campaign



Get people to pledge to give money or do something collectively

2. Spread The Word



Members join, but do or give nothing until the campaign reaches a "tipping point" of support

3. Take Action



Once the campaign tips, members take action, confident that they will actually make a difference

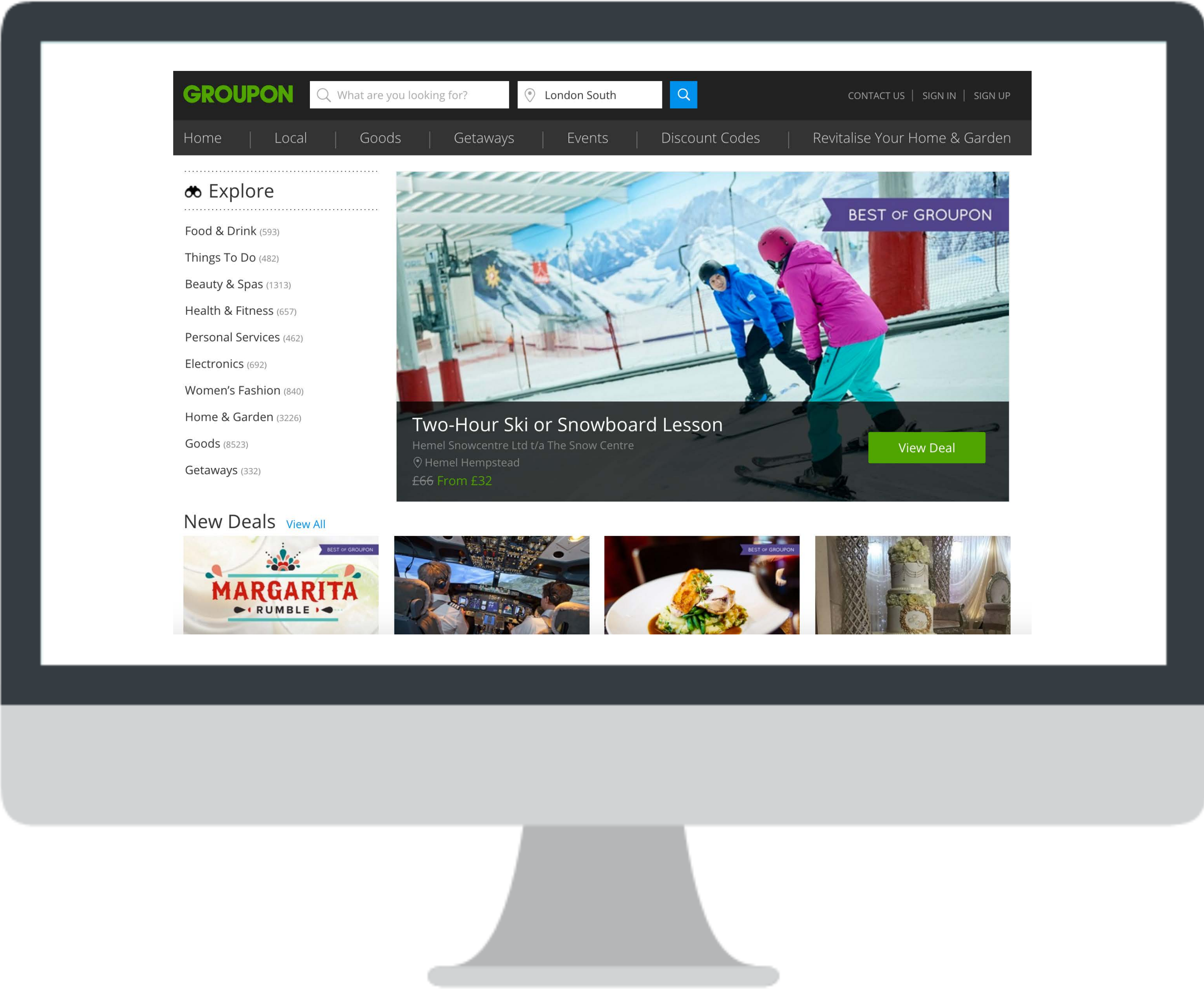
[LEARN MORE](#)

Success Story



Ari Sussman used The Point to raise \$20,000 for the Chron's and Colitis Foundation. [Read More](#)

Featured Campaign



FLINTSTONING



INVESTING WITHOUT THE **BANKERS**

Invest in the right direction with nutmeg.com

With investment your capital is at risk. Authorised and regulated by the Financial Conduct Authority.

nutmeg

LIMITED FEATURE PRODUCT





MARKETING



IT



FINANCE



THE BOARDROOM

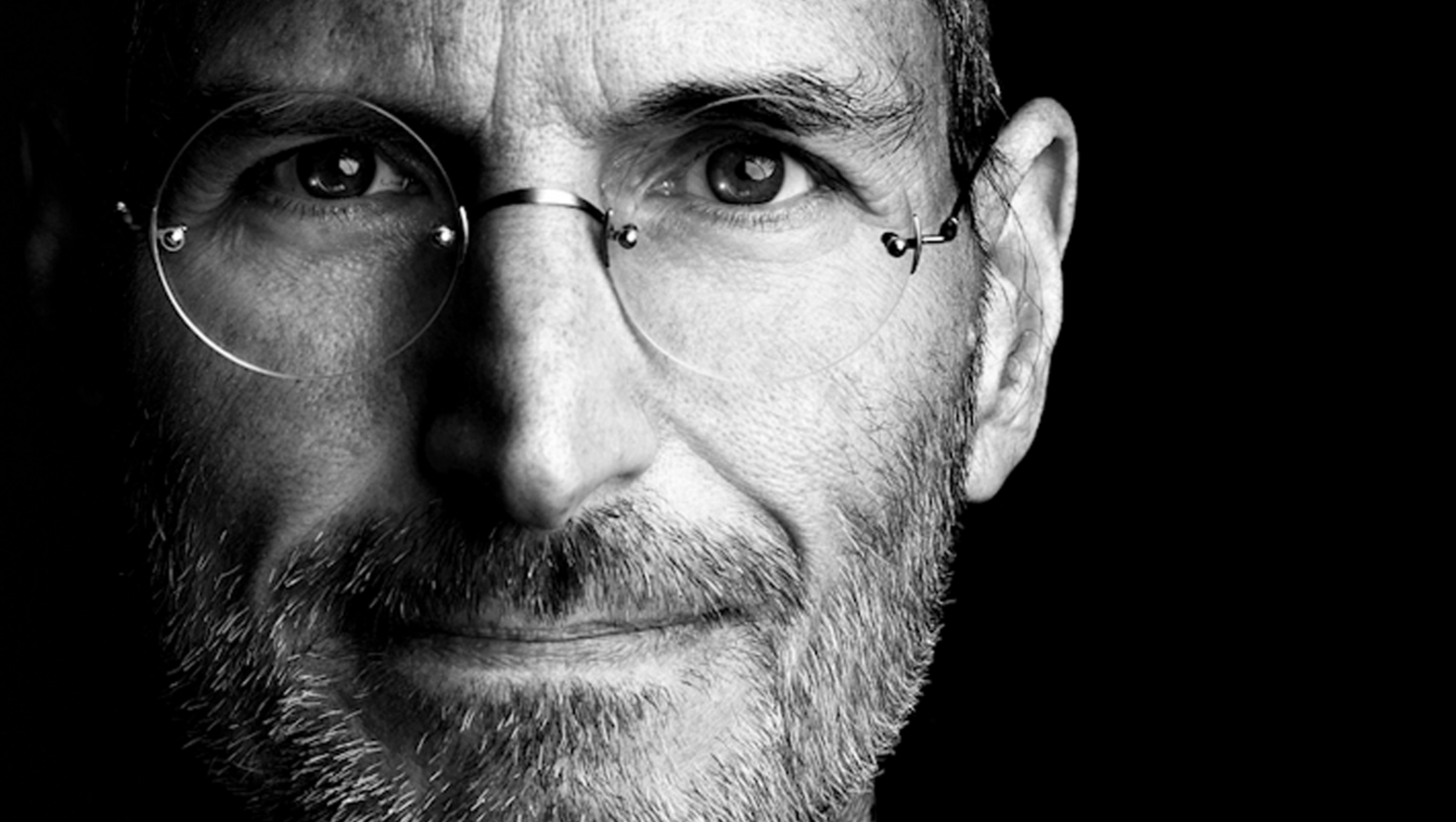


Why do some succeed where others fail

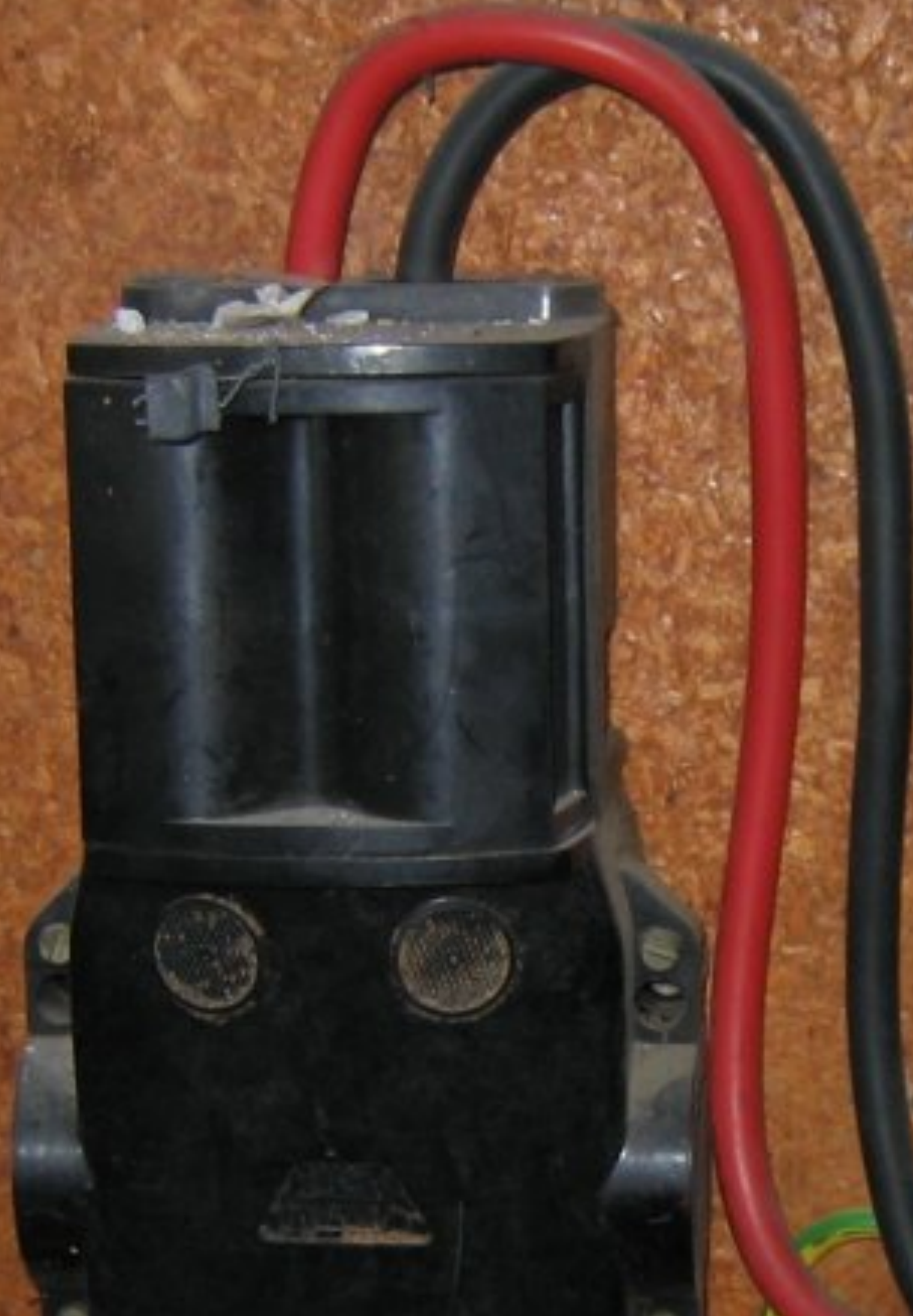








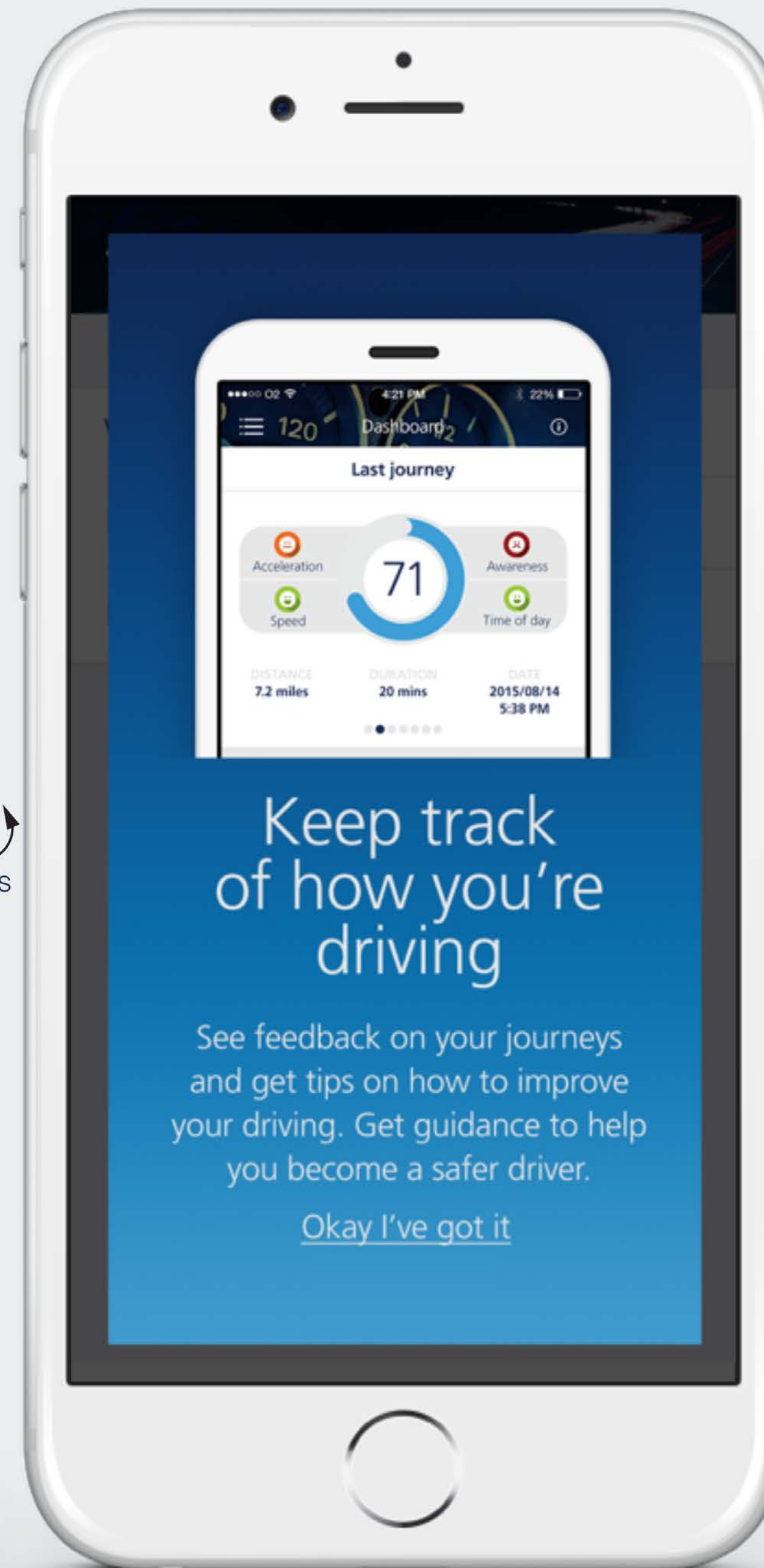
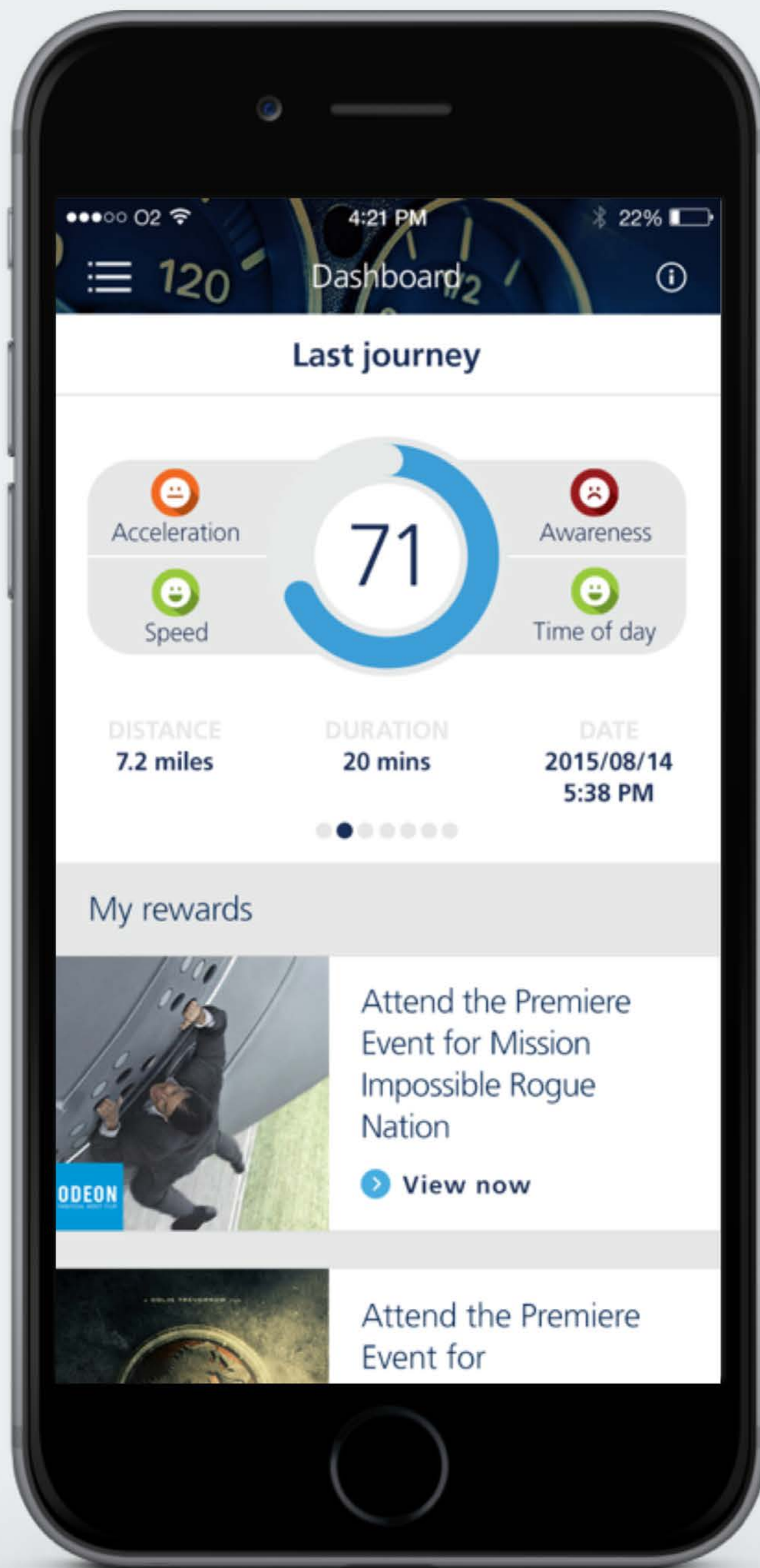
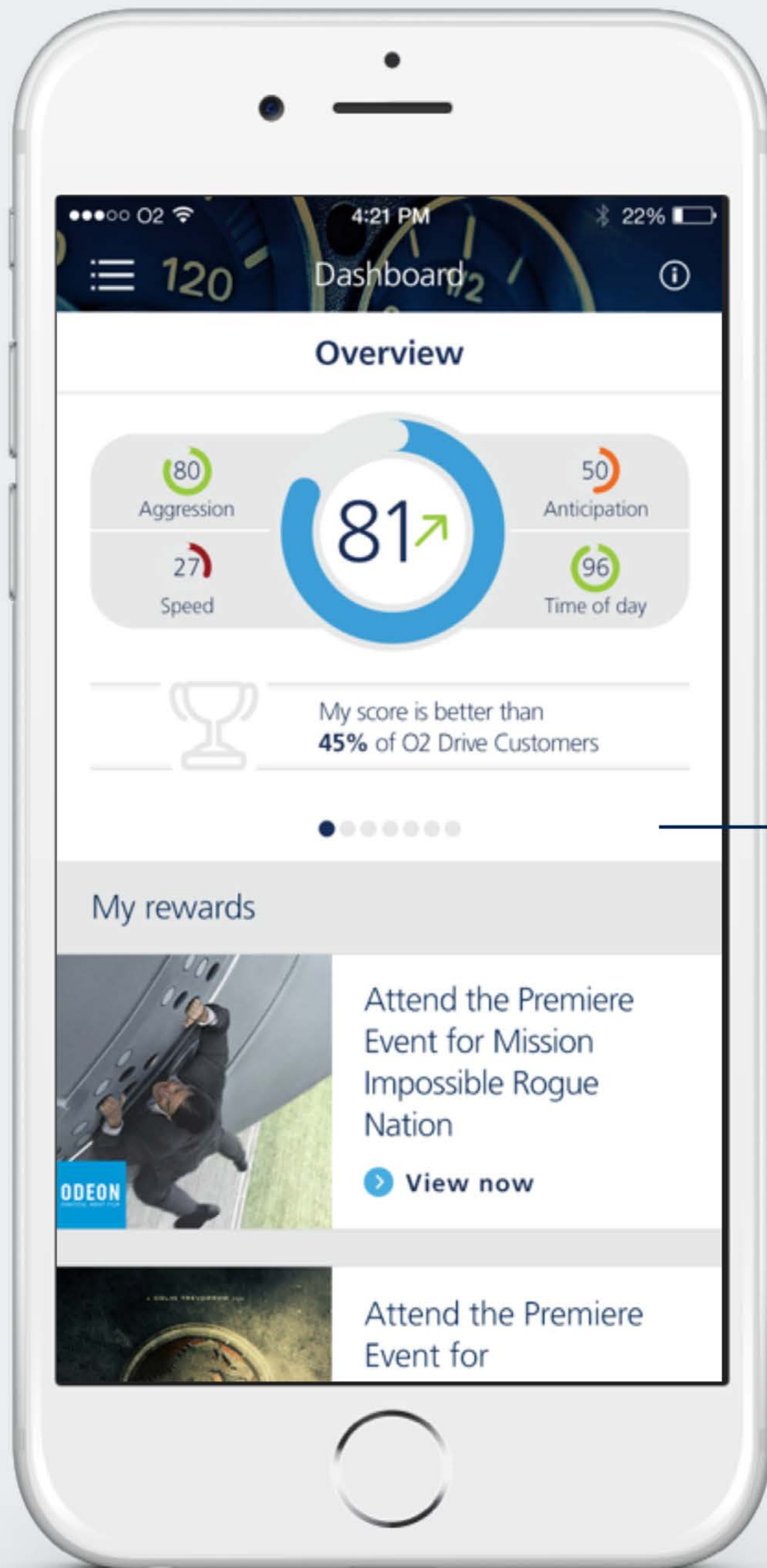
Why do some succeed where others fail



IMPORTANT
The installation should be periodically inspected and tested and a report on its condition obtained, as prescribed in the Regulations for Electrical Installations issued by The Institution of Electrical Engineers.
Date of last inspection: 25/5/90
Recommended date of next inspection: 5/95
southern electricity
Telephone TEL: ECHAM 34311







High-Level Concept

Welcome
Millennials
Carefree / Settling
Down

Register my
relation

MVP

People like you

Social Sharing



People who inspire you

High-Level PFM

High-Level Life
Financial Route Map

Which of
these are
in the
MVP?

Detailed
PFM

Money
Vault

Micro
Saving

Investments
Execution

Financial
Plan
Execution

3rd Party Account
Integration

Secure Data
Storage

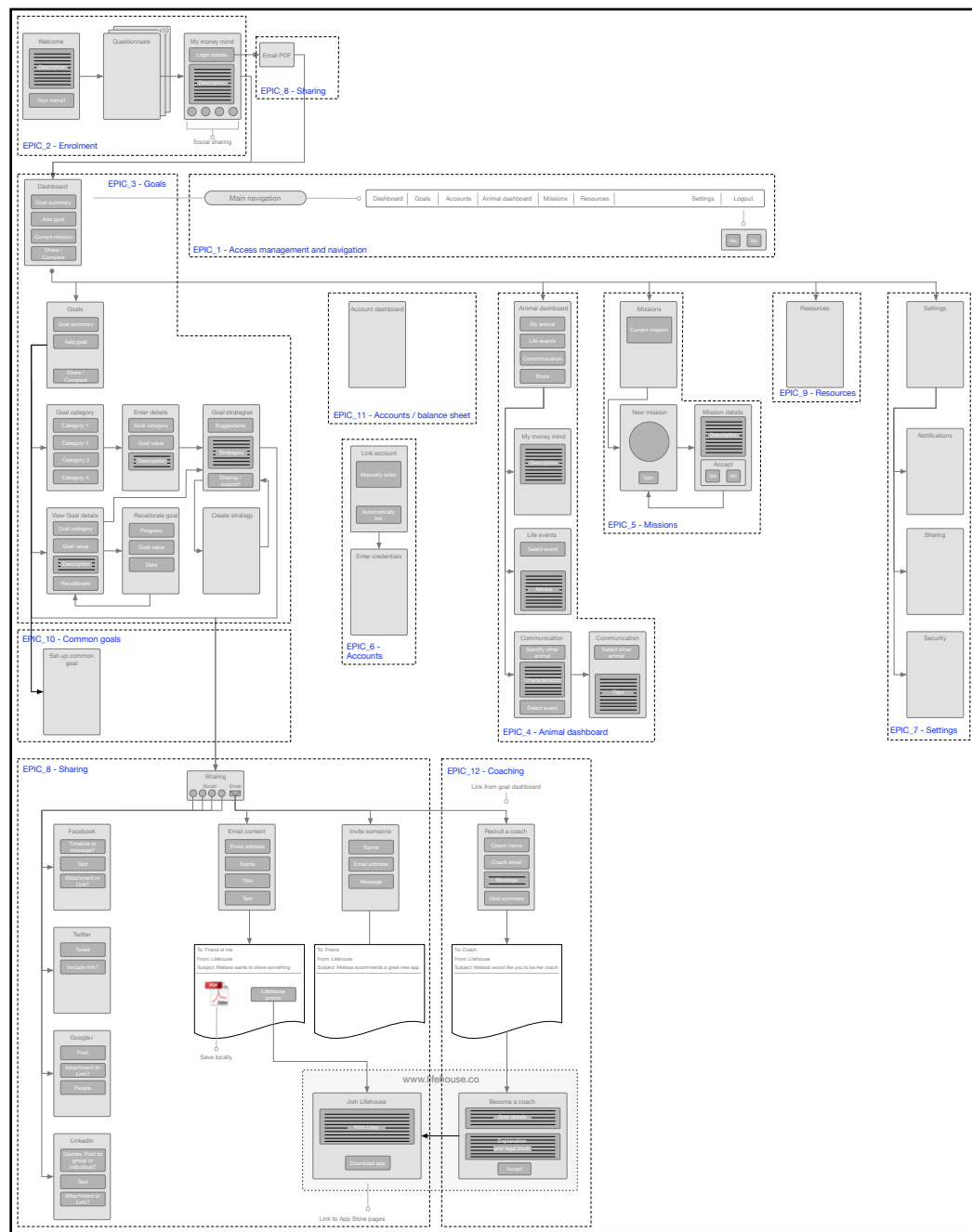
Payment Integration

Portfolio Management
3rd Party Dealing &
Custody

3rd Party Links to
Policy Providers

lifehouse





Mixed web and app journey

Marketing activity



Ok, this looks different

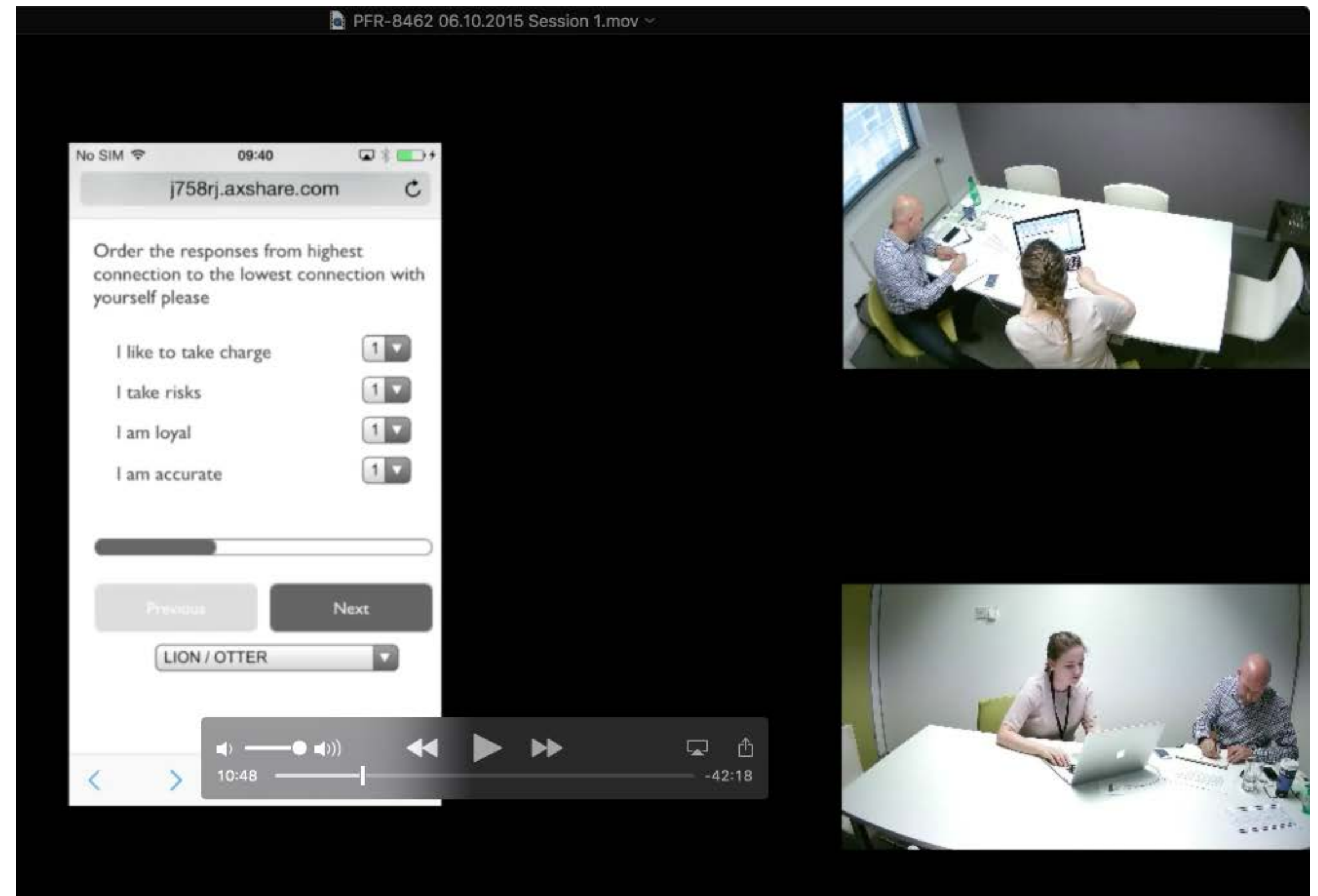
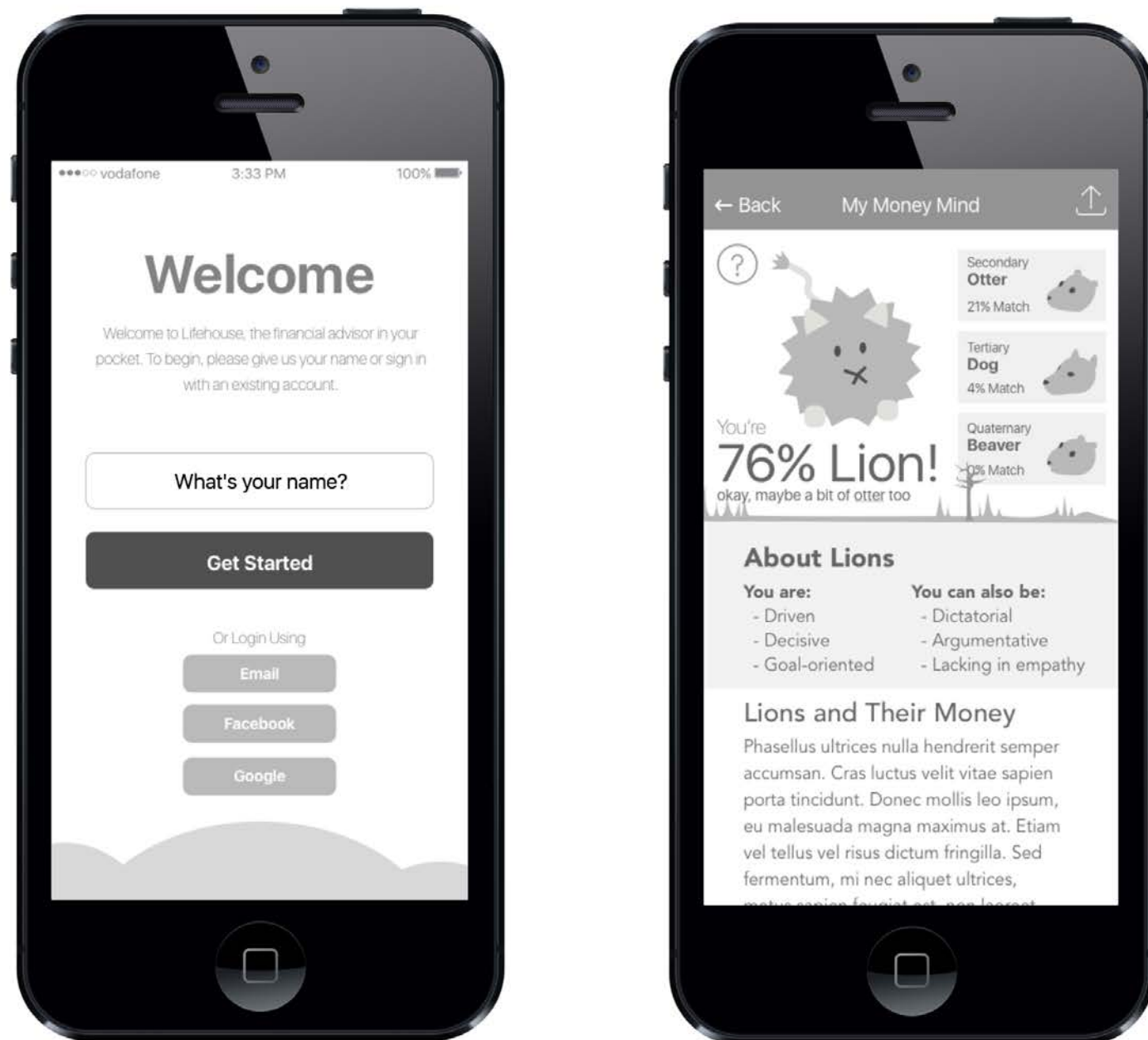
What the hell I'm here now, I'll take the test

Wow, that really makes me think about myself, I'd like to come back to this and also share it with others

This is really helpful, I like the way these Lifehouse guys think, I wonder what else they can help me with?

The app looks interesting, I'll definitely download it.

The app looks interesting, I'll definitely download it.



Ah, but what about prototypes?





PROTOTYPE [pro-to-type]

“a first, typical or preliminary
model of something”

A prototype is used to test feasibility and proof of concept for an idea. It's function is early in the project is stakeholder engagement to help you “sell” your product vision.



Prototype



MVP




Iteration 1



Iteration 2

What have we learned?

- 
- MVPs coming in many flavours**
 - Have a clear objective**
 - Build a repeatable process**
 - Bring everyone on the journey**
 - Challenge convention**
 - Prototypes and MVPs are different**