













## MVP BUSINESS CANVAS

Start date: \_\_\_\_\_

Product/Process Name: \_\_\_\_\_ End date: \_\_\_\_\_

<b>4. Customer Engagement</b>  <p>How are you going to engage the customers who used your MVP, to learn from their experience and gather feedback to improve your Value Proposition?</p>		<b>7. Scenario / Workflow</b>  <p>How does that work? Describe the steps from beginning to end.</p>		<b>10. Results</b>  <p>What are the qualitative and/or quantitative results?</p>				
<b>1. Your Customer Segment</b>  <p>Which segment of your target customers will experience the most value from your MVP, and can you learn from them?</p>	<b>2. Value Proposition</b>  <p>My company, <u>(company name)</u>, is offering to help <u>(a defined audience)</u> <u>(solve a problem)</u> with <u>(secret sauce/differentiation)</u>.</p>		<b>11. Learnings &amp; Insights</b>  <p>What are your key learnings?            What are your key surprises?            Did you get enough results?            What do they tell you about your Riskiest Assumption(s)?</p>		<table border="1"> <tr> <td>Validated</td> <td>Invalidated</td> <td>Inconclusive</td> </tr> </table>	Validated	Invalidated	Inconclusive
	Validated	Invalidated				Inconclusive		
<b>3. Channel(s)</b>  <p>How are you going to reach your Customer Segment and “deliver” your Value Proposition to them?</p>		<b>8. Metrics</b>  <p>What will you measure? (Can be multiple metrics)</p>						
<b>5. Riskiest Assumption(s)</b>  <p>What are you setting out to test with your MVP?            Are these assumptions about the Problem, Solution or Implementation?</p>		<b>6. Business Experiment</b>  <p>What type of change are you going to try?</p>		<b>9. Success Criteria</b>  <p>How do you qualify and/or quantify the successful outcome of this change?</p>				
<b>12. Next steps</b>  <p>What do the results tell you to do next?            Are you going to Pivot, Pursue, or Stop?</p>								