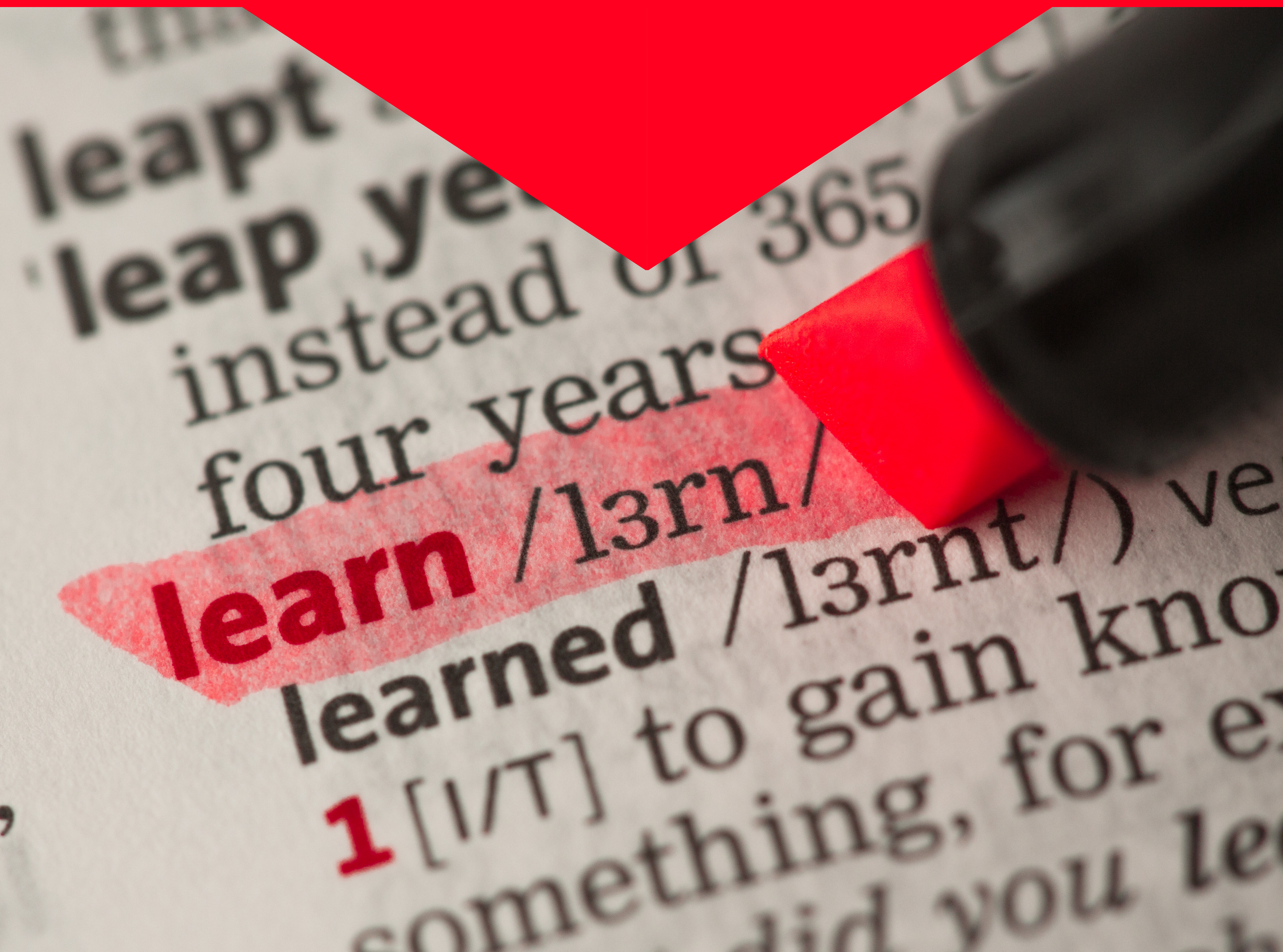


MINIMUM VIABLE PRODUCT

MVP



“The lesson of the MVP is that any additional work beyond what was required to start learning is waste, no matter how important it might have seemed at the time.”

— Eric Ries, The Lean Startup