



MVPfy.co helps founders and teams turn early ideas into functional MVPs, designed to validate assumptions, attract users, and prove market demand with minimal risk.

MVPfy.co - MVP Planning Template

1. Product Overview

Product Name

Enter your product name

One-Line Description

Describe your product in one sentence

Version & Date

e.g., v1.0 - January 2026

2. Problem & Solution

What problem are you solving?

Describe the specific pain point or challenge your target users face

Your Proposed Solution

How does your MVP address this problem?

Why Existing Solutions Fail Short

What gaps exist in current alternatives?

3. Target Audience

Primary User Persona

Who is your ideal early adopter? (demographics, role, behaviors)

Key Pain Points

What are their top 3 frustrations related to this problem?

Where to Find Them

What communities, platforms, or channels do they frequent?

4. Core Features (Must-Have)

MVP Principle: include only the minimum features needed to solve the core problem and validate your hypothesis. Resist feature creep!

Feature 1

Feature name

Why it's essential

Explain why this feature is critical for the MVP

Feature 2

Feature name

Why it's essential

Explain why this feature is critical for the MVP

Feature 3

Feature name

Why it's essential

Explain why this feature is critical for the MVP

Feature 4 (Optional)

Feature name

Why it's essential

Explain why this feature is critical for the MVP

Explicitly NOT Building (Yet)

List features you're intentionally deferring to future versions

5. Value Proposition

Unique Value

What makes your solution different or better than alternatives?

Main Benefit

The #1 reason someone should use your product

Positioning Statement

For [target user] who [need], our product is [category] that [benefit]. Unlike [alternative], we [key differentiator].

6. Technical Approach

Technology Stack

List your planned technologies (frontend, backend, database, hosting, etc.)

Architecture Overview

High-level description of how components work together

Technical Constraints or Considerations

Any limitations, dependencies, or technical risks?

7. Go-to-Market Plan

Launch Strategy

How will you launch? (private beta, public launch, waitlist, etc.)

Initial Channels

- ☐ Social Media (LinkedIn, Twitter/X, etc.)
☐ Online Communities (Reddit, forums, Slack groups)
☐ Content Marketing (blog, SEO)
☐ Email Outreach
☐ Paid Advertising
☐ Personal Network
☐ Other: _____

First 10 Users - Acquisition Plan

Specifically, how will you get your first 10 users?

Feedback Collection Method

How will you gather user feedback? (surveys, interviews, analytics, etc.)

8. Success Criteria

Primary Hypothesis to Test

What's the main assumption you need to validate? (e.g., 'Users will pay \$X for this solution')

Key Metrics

User Acquisition

e.g., 50 signups in first month

Engagement

e.g., 30% weekly active users

Retention

e.g., 40% return after 7 days

Conversion/Revenue

e.g., 10 paying customers

Success Looks Like...

Define what 'success' means for this MVP phase

Pivot or Persevere Decision Point

What results would indicate you should pivot vs. continue building?

9. Timeline & Milestones

Development Timeline

Target launch date (e.g., 8 weeks from now)

Key Milestones

Week 1: Design mockups complete
Week 3: Core features built
Week 6: Beta testing begins
Week 8: Public launch

10. Resources & Constraints

Budget

Total budget available

Team Size

Number of people working on MVP

Team Skills & Roles

Who's working on this and what are their roles?

Key Constraints

Time, budget, technical, or resource limitations

11. Risk Assessment

Top 3 Risks

1. What could prevent this MVP from succeeding?
2.
3.

Mitigation Strategies

How will you address or minimize these risks?

