



MVPFy.co - MVP Planning Template

1. Product Overview

Product Name

One-Line Description

Version & Date

2. Problem & Solution

What problem are you solving?

Your Proposed Solution

Why Existing Solutions Fall Short

3. Target Audience

Primary User Persona

Key Pain Points

Where to Find Them

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

Why it's essential

Feature 2

Why it's essential

Feature 3

Why it's essential

Feature 4 (Optional)

Why it's essential

Explicitly NOT Building (Yet)

5. Value Proposition

Unique Value

Main Benefit

Positioning Statement

6. Technical Approach

Technology Stack

Architecture Overview

Technical Constraints or Considerations

7. Go-to-Market Plan

Launch Strategy

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

Feedback Collection Method

8. Success Criteria

Primary Hypothesis to Test

Key Metrics

User Acquisition

Engagement

Retention

Conversion/Revenue

Success Looks Like...

Pivot or Persevere Decision Point

9. Timeline & Milestones

Development Timeline

Key Milestones

- Week 1: Design mockups
- Week 2: Beta features begin
- Week 6: Public launch

10. Resources & Constraints

Budget

Team Size

Team Skills & Roles

Key Constraints

11. Risk Assessment

Top 3 Risks

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

Mitigation Strategies

