

DEEL 15

# MVP & VALIDATED LEARNING



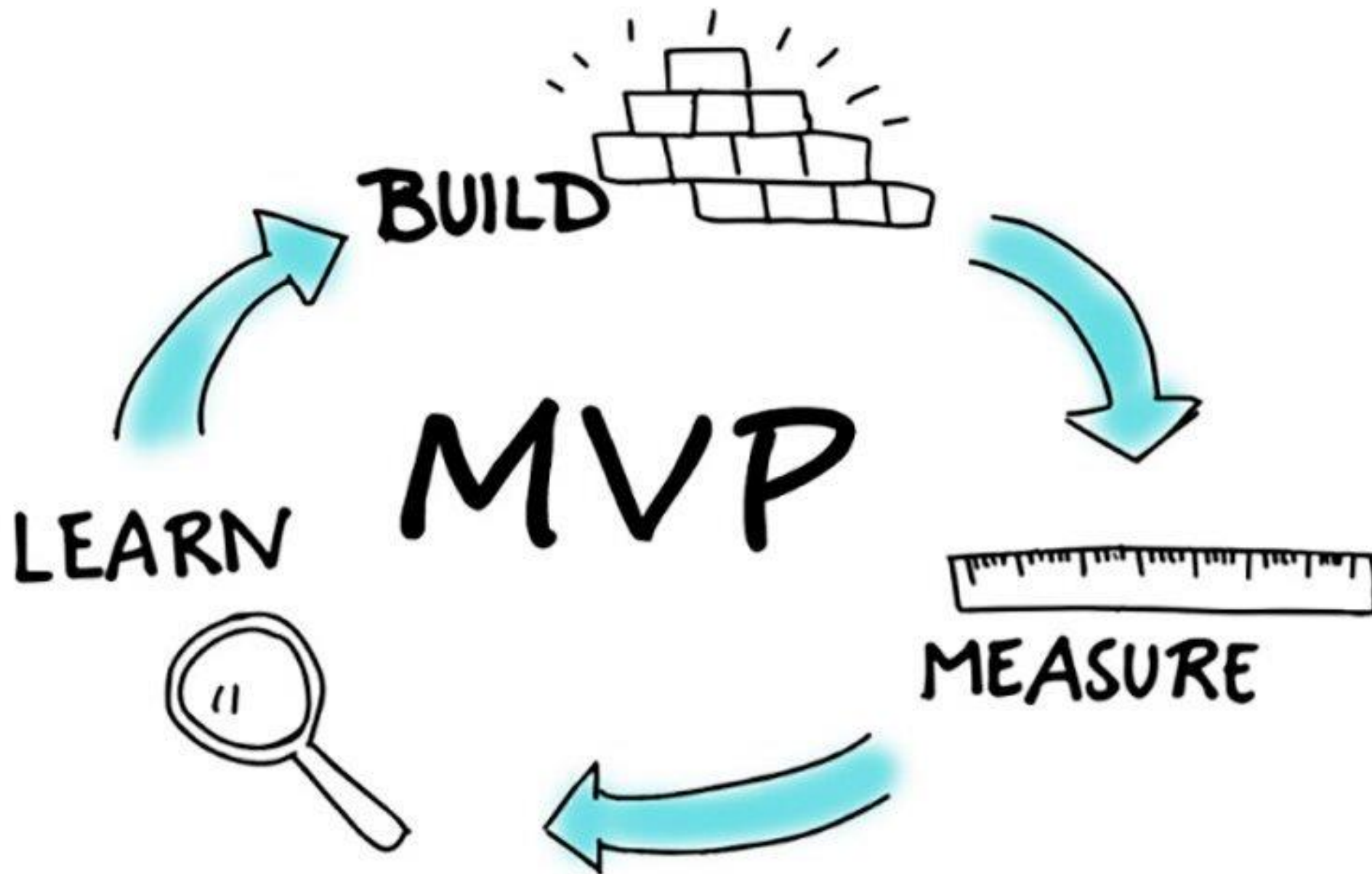
[Minimum viable product \(youtube.com\)](https://www.youtube.com)



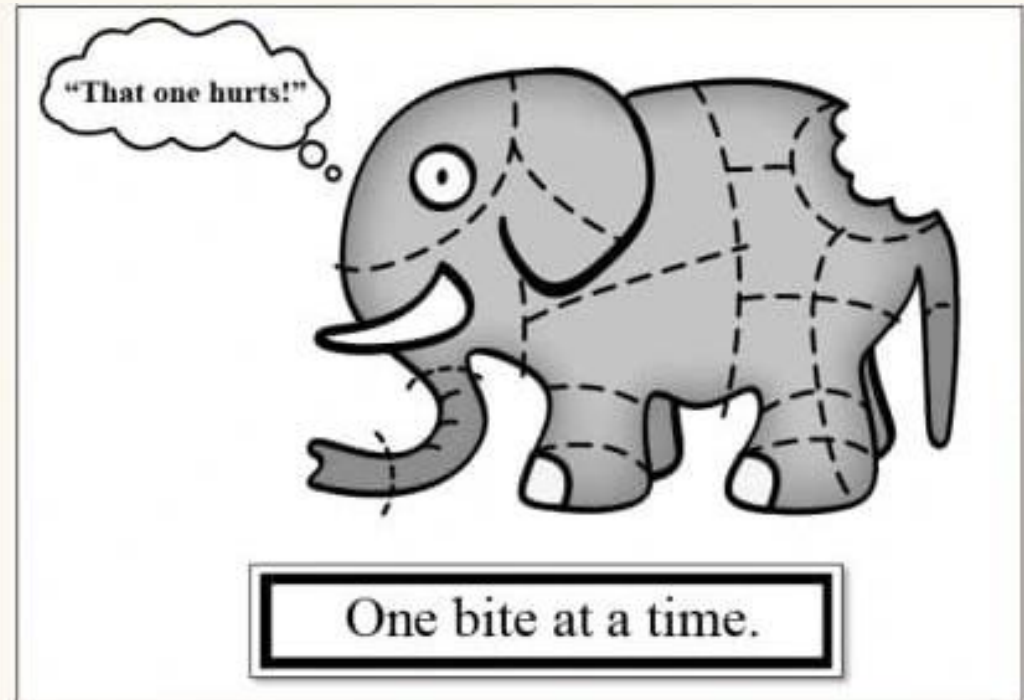
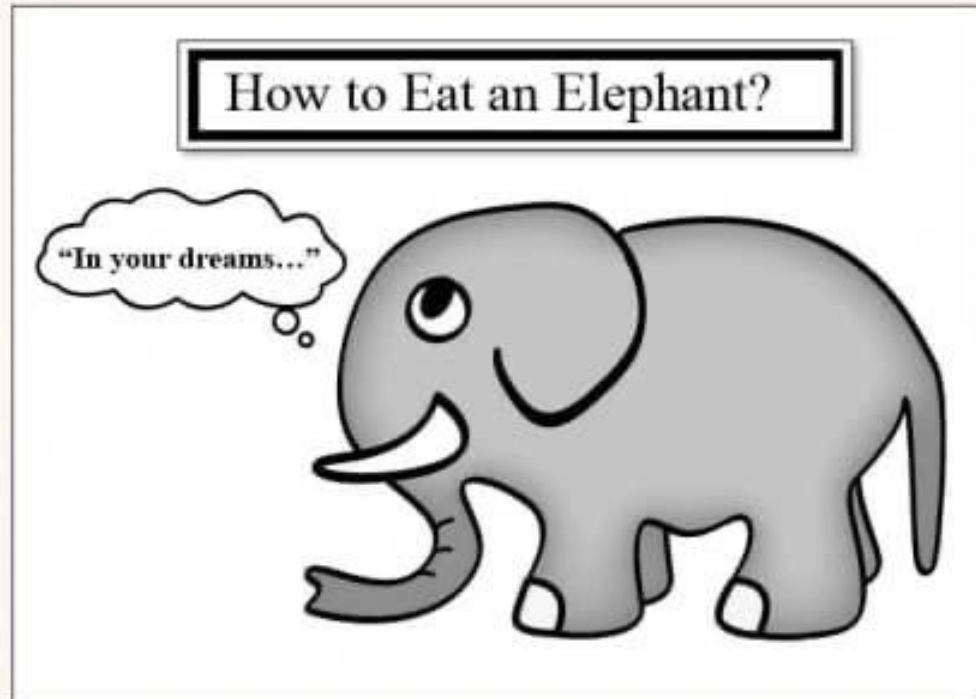
“ The minimum viable product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort. ”

**-Eric Ries**





# The Elephant Approach

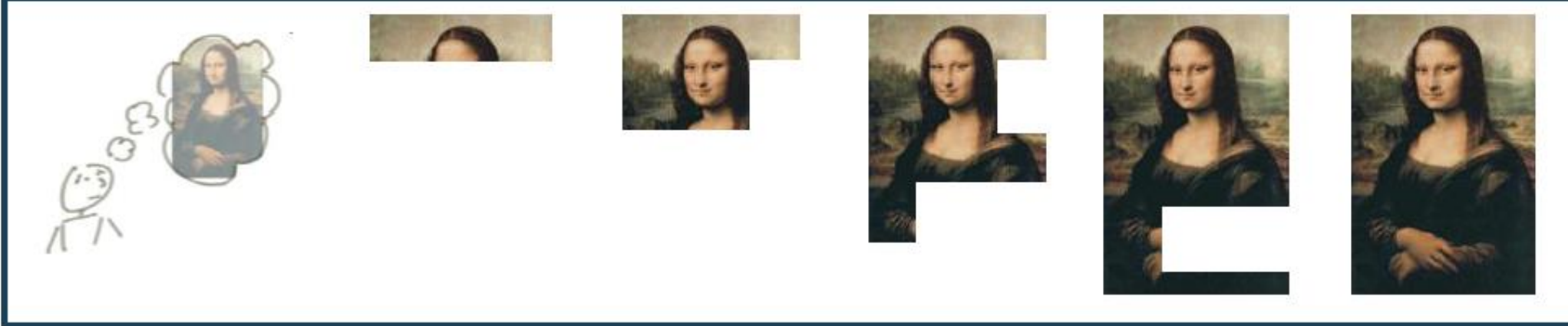


Learn to estimate the Return and Investment *piece by piece*.

# EVOLUTIONARY DEVELOPMENT



**Incremental Approach:** Developing the product in pieces considering the original idea



**Iterative Approach:** Developing the raw version of the product, validating it, and then building it further to increase its quality and functionality

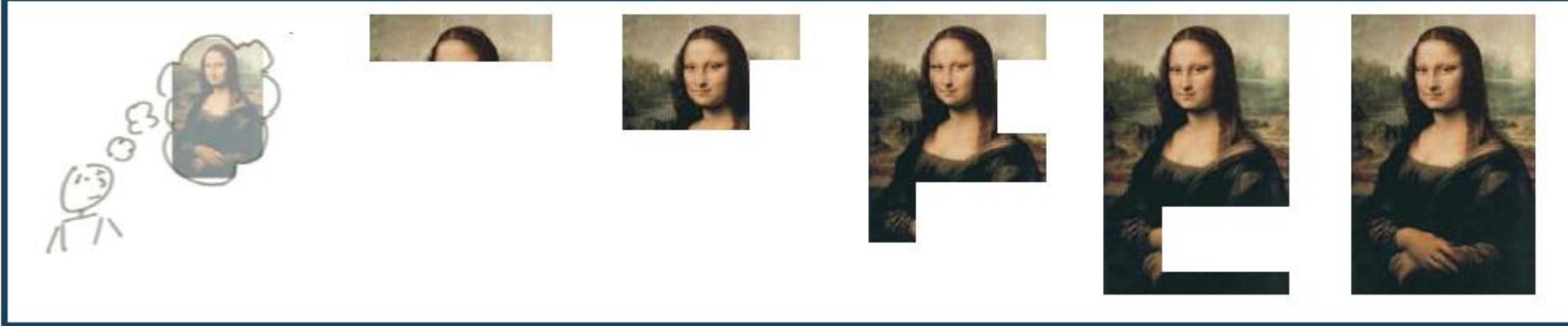


# EVOLUTIONARY DEVELOPMENT

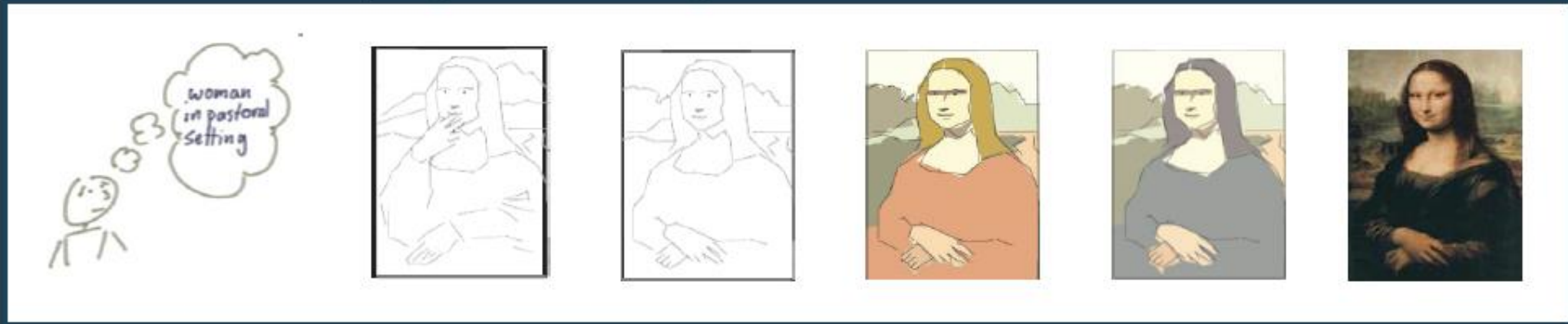


*Which style do you prefer?*

**Incremental Approach:** Developing the product in pieces considering the original idea



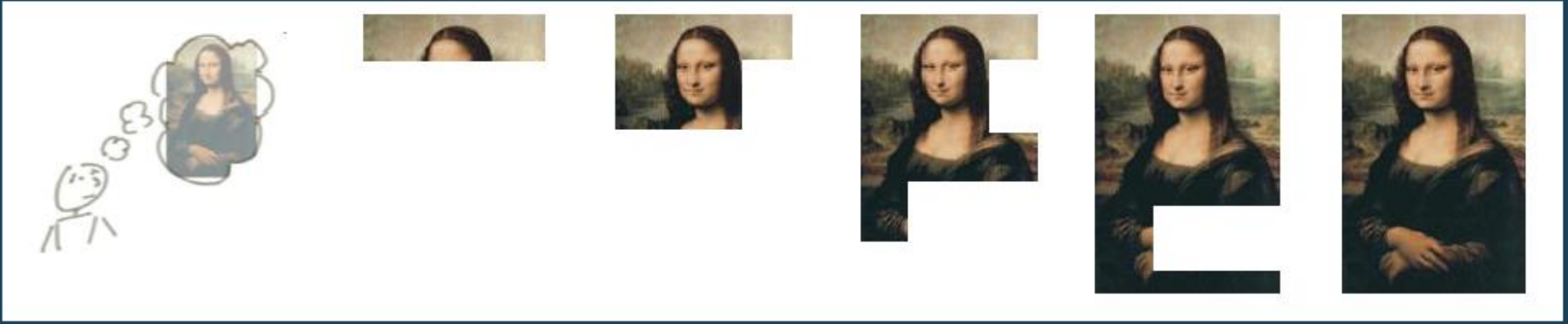
**Iterative Approach:** Developing the raw version of the product, validating it, and then building it further to increase its quality and functionality



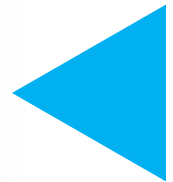
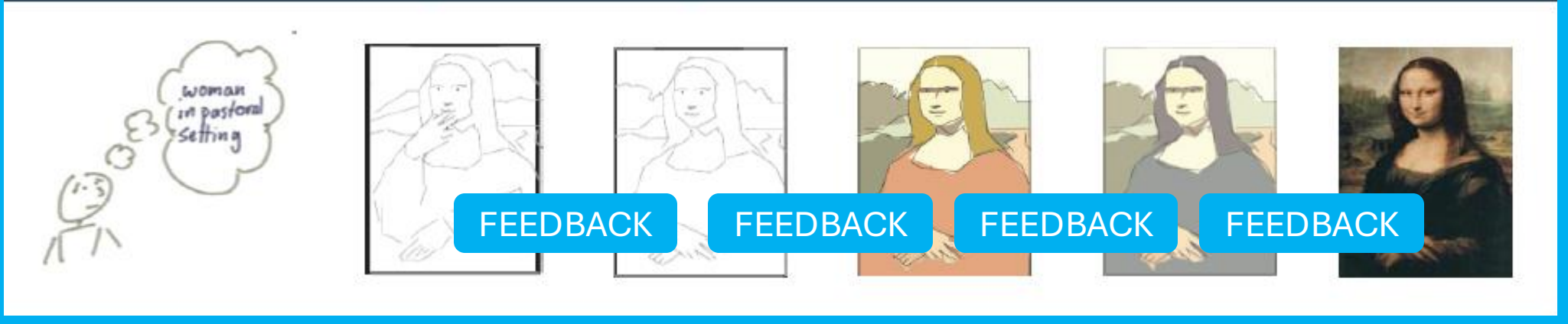
# EVOLUTIONARY DEVELOPMENT



**Incremental Approach:** Developing the product in pieces considering the original idea



**Iterative Approach:** Developing the raw version of the product, validating it, and then building it further to increase its quality and functionality





# WHAT IS A MINIMUM VIABLE PRODUCT



**M**

**Minimum**

The most rudimentary, bare-bones foundation of the solution possible



**V**

**Viable**

Sufficient enough for early adopters

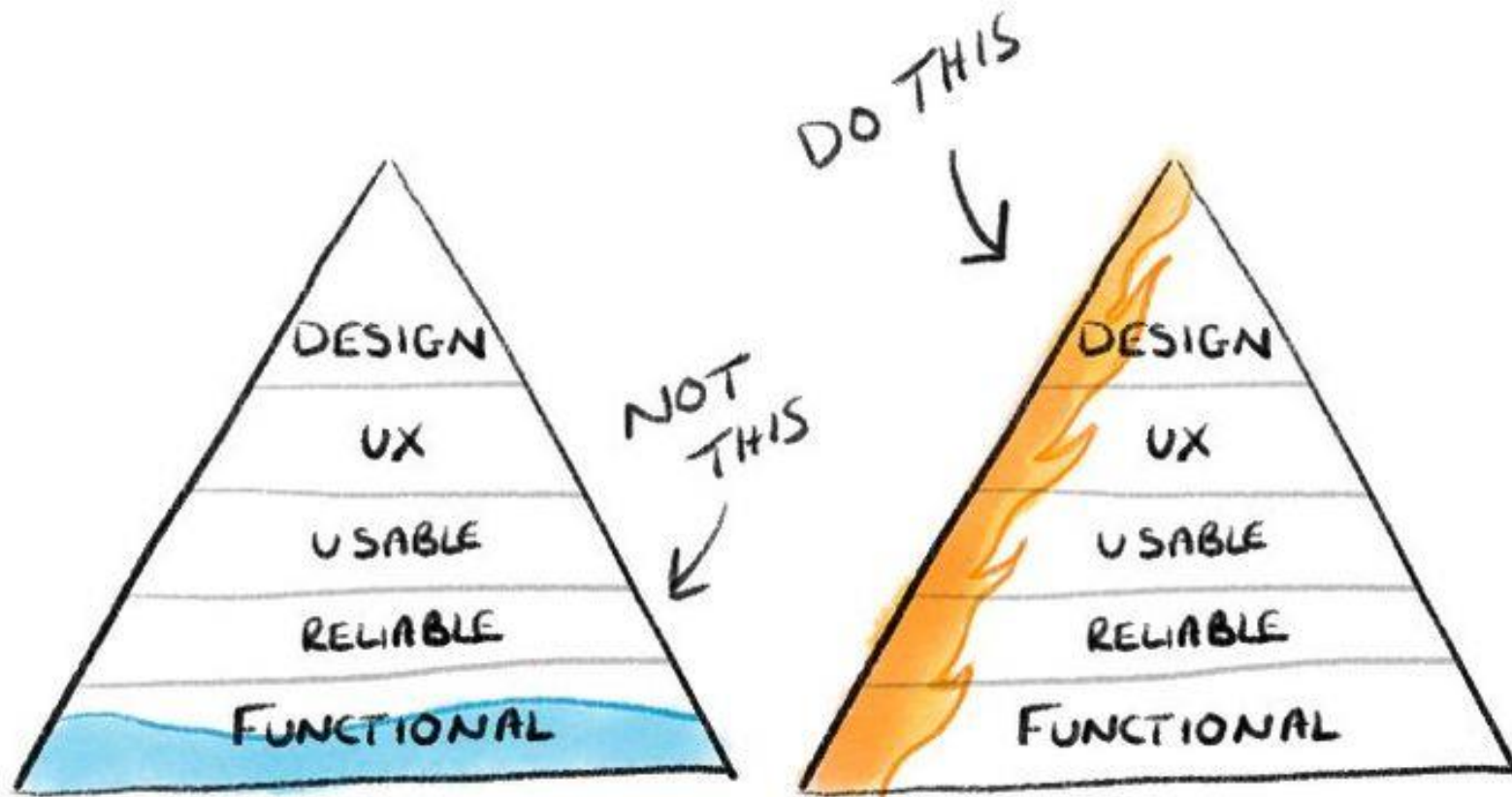


**P**

**Product**

Something tangible customers can touch and feel

# EVOLUTIONARY DEVELOPMENT





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## YOUR ACCOUNT

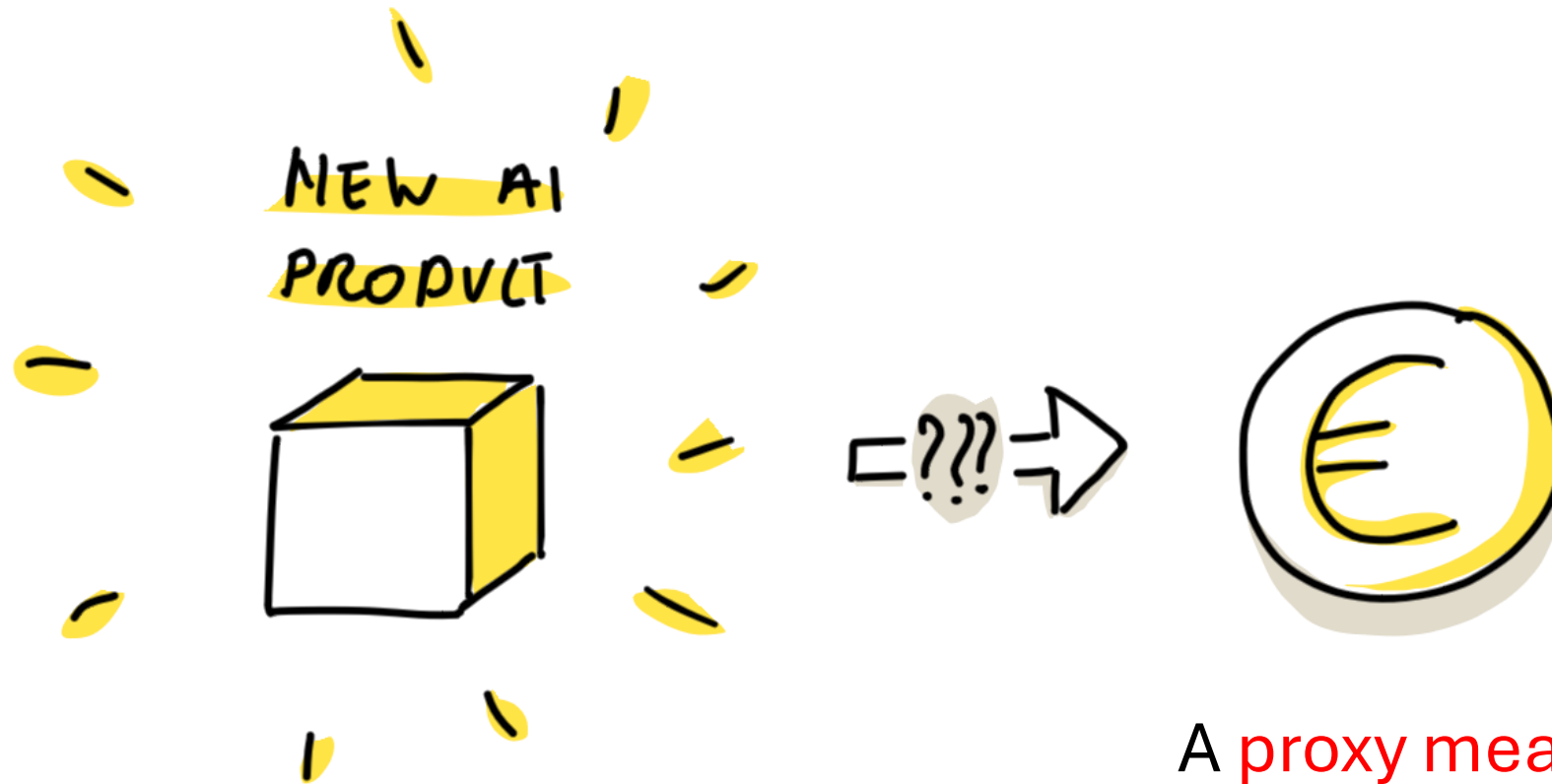
Check the status of your orders or change the email address and password you have on file with us. Please note that you **do not** need an account to use the store. The first time you place an order, you will be given the opportunity to create an account.

Iteration 1



Iteration 8

# MVP helps to estimate Return



A **proxy measure**  
to estimate Return

# DOES COPILOT PRODUCTIVITY JUSTIFY COST?

CNBC BI-ANNUAL TECHNOLOGY EXECUTIVE COUNCIL SURVEY

25%

YES

25%

NO

50%

TOO SOON  
TO KNOW

WORLDWIDE  
EXCHANGE

## MICROSOFT COPILOT ONE YEAR LATER

Microsoft Copilot AI use accelerates inside companies, but cost concerns weigh

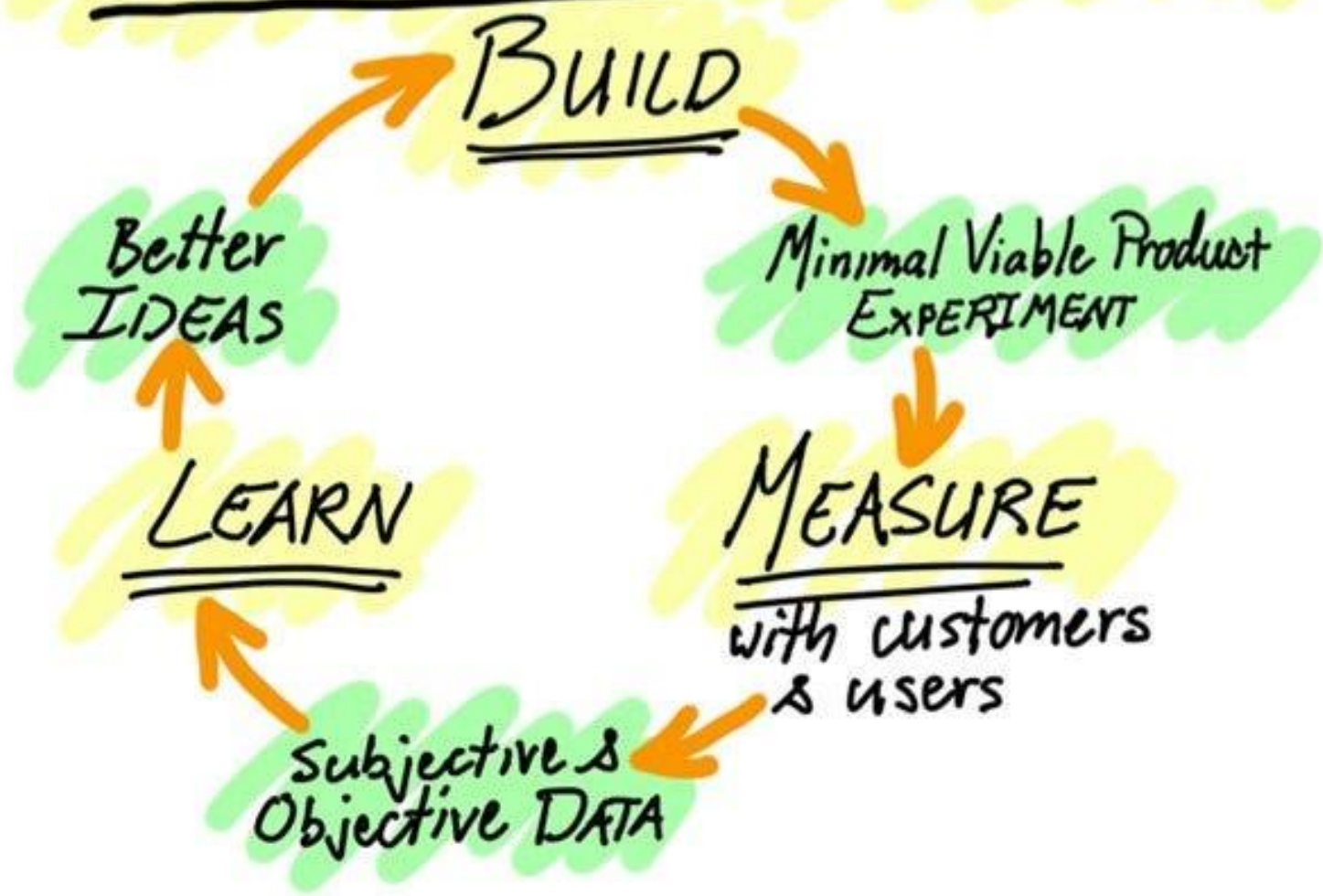


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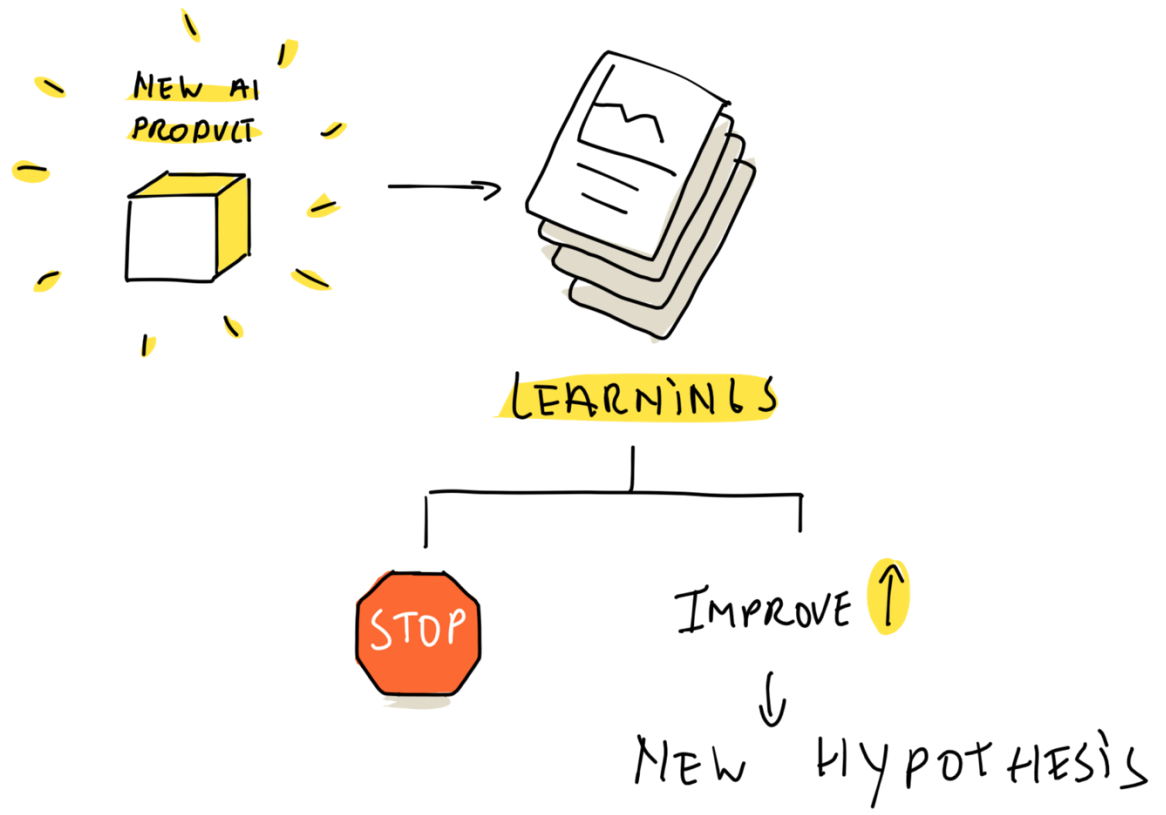
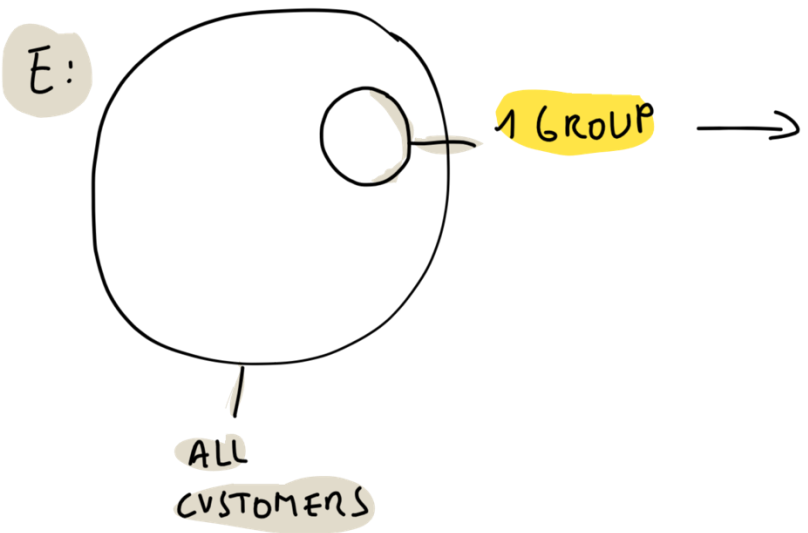


# VALIDATED LEARNING LOOP





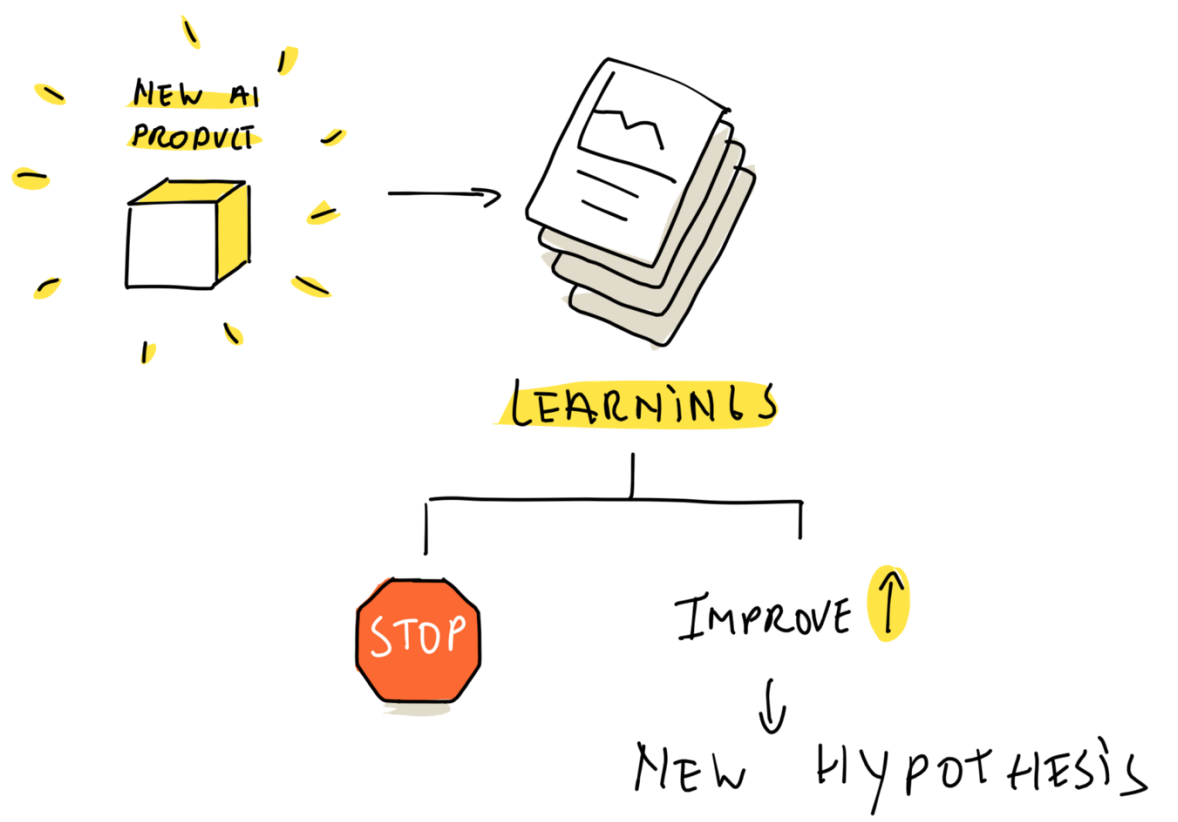
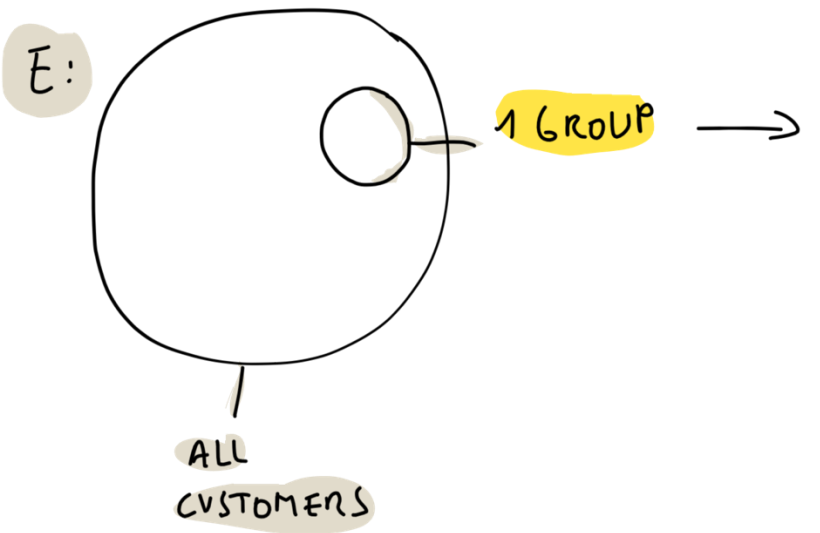
H: AI PRODUCT will  
↓ CHURN WITH 20%  
|  
SMART KPI      TARGET

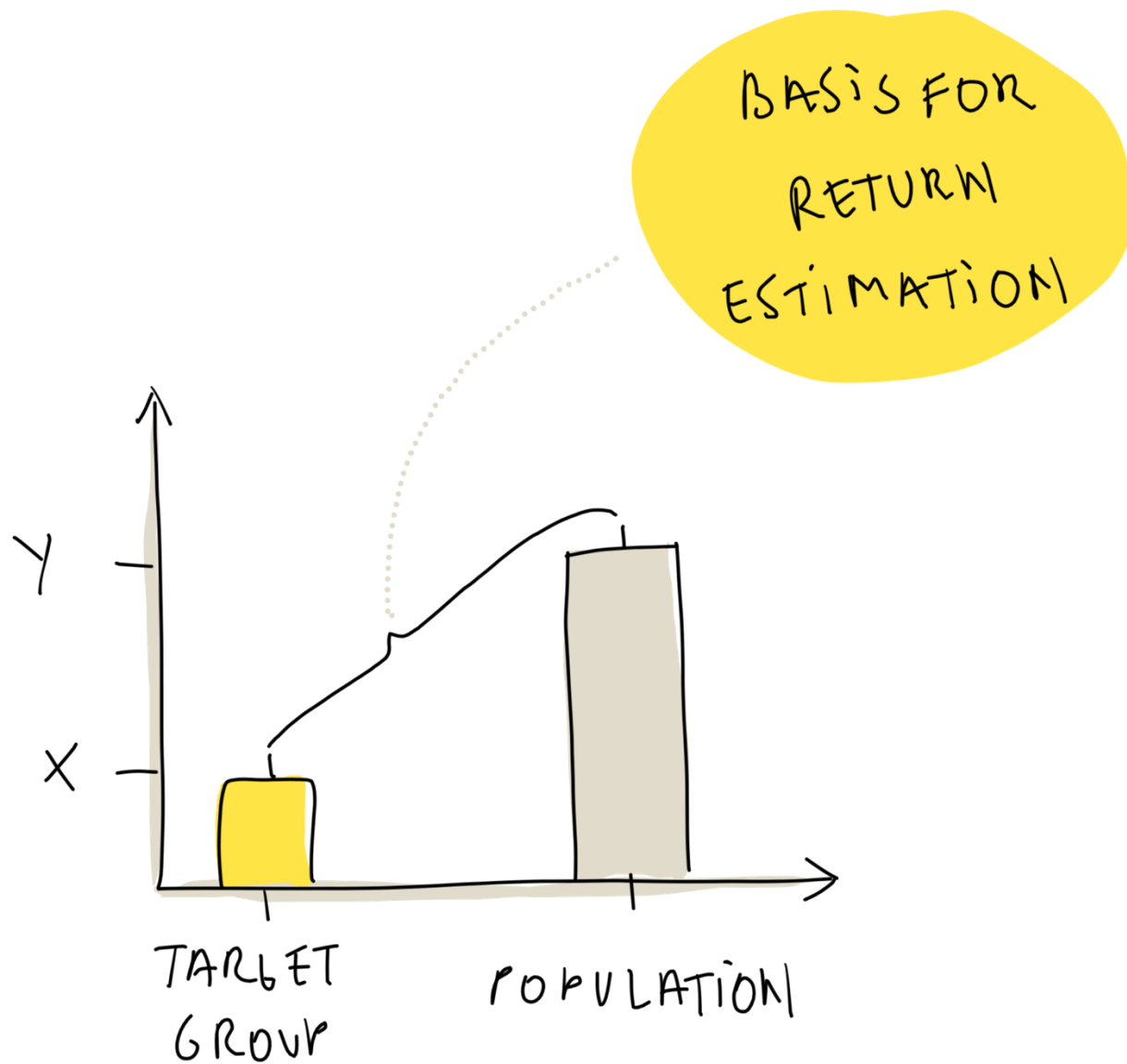
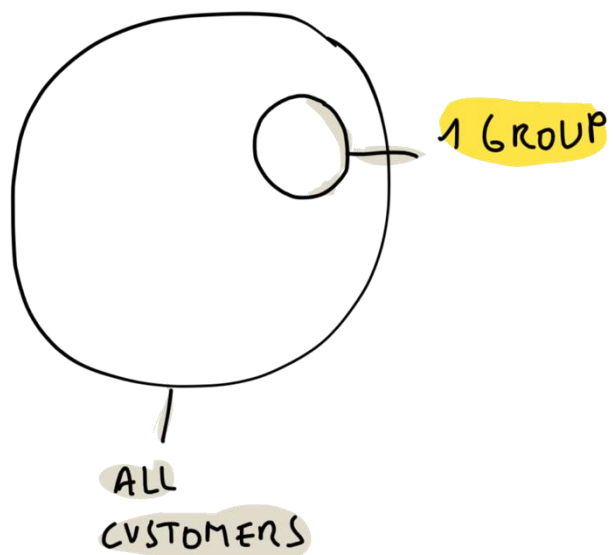


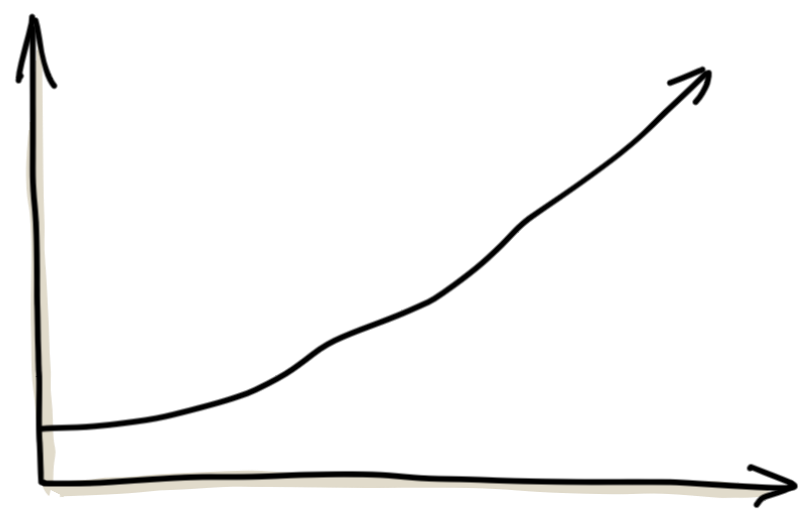
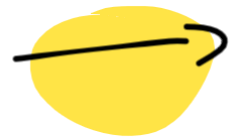


H: AI PRODUCT CAN  
PREDICT LOW CHURN  
WITH 98% ACCURACY

TARGET      SMART KPI







THINK ABOUT WAYS

FOR VALIDATED LEARNING

(IF POSSIBLE)