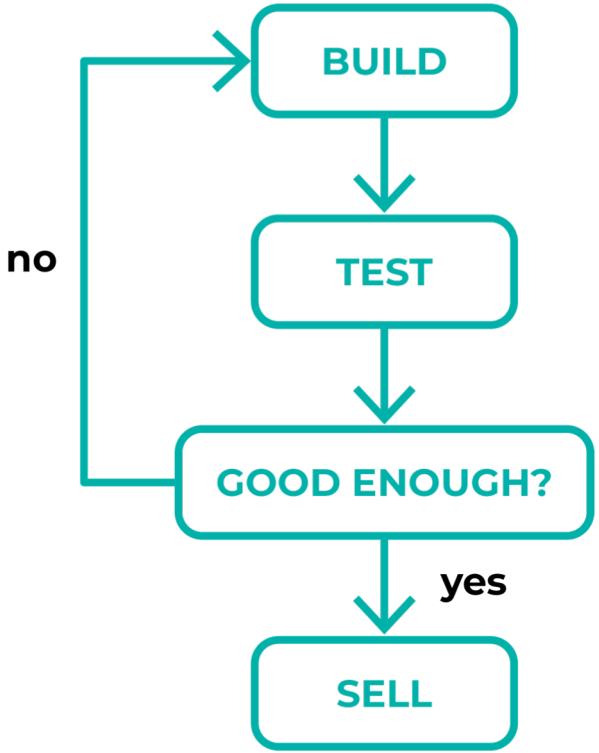
Maximum Viable Product

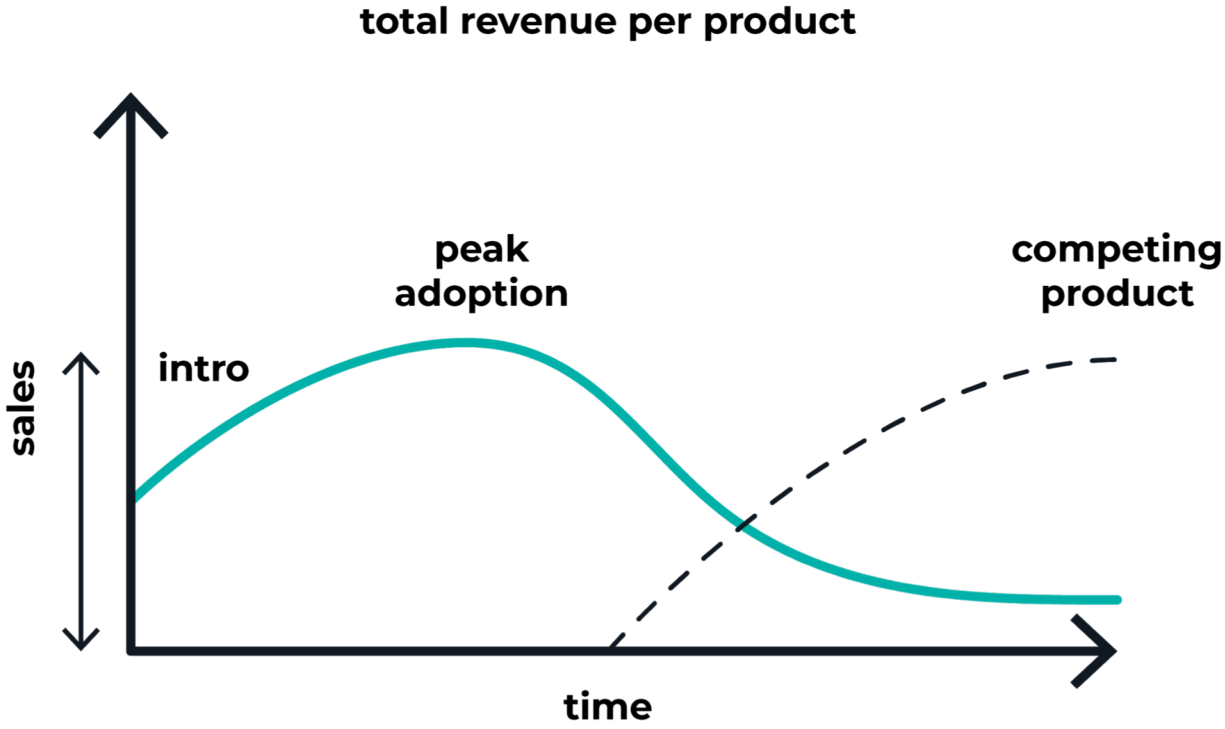
(Yes, I said Maximum)

MVP


BUILD
TEST
GOOD ENOUGH?
no
yes
SELL

Is MVP actually good enough?

Move beyond the minimum

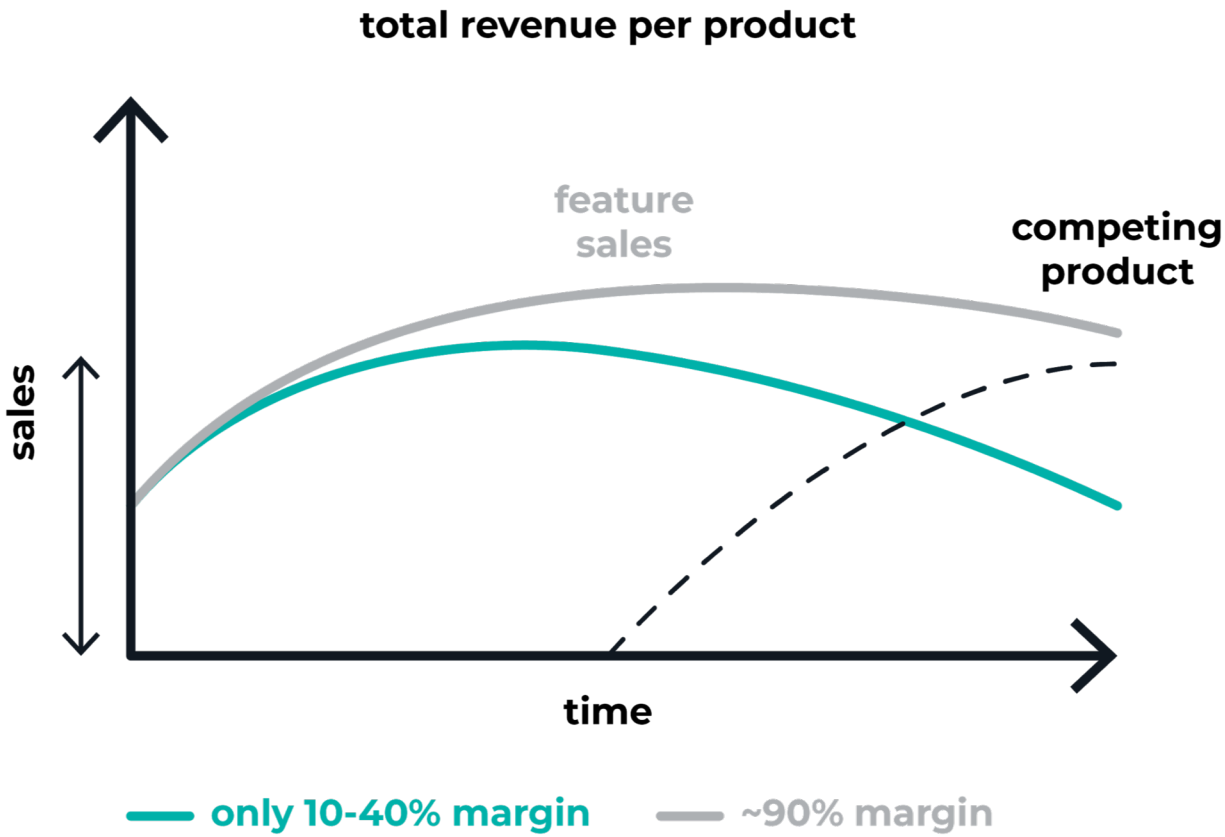

total revenue per product
peak
adoption
competing
product
intro
sales
time

Competition
=
Reactionary development

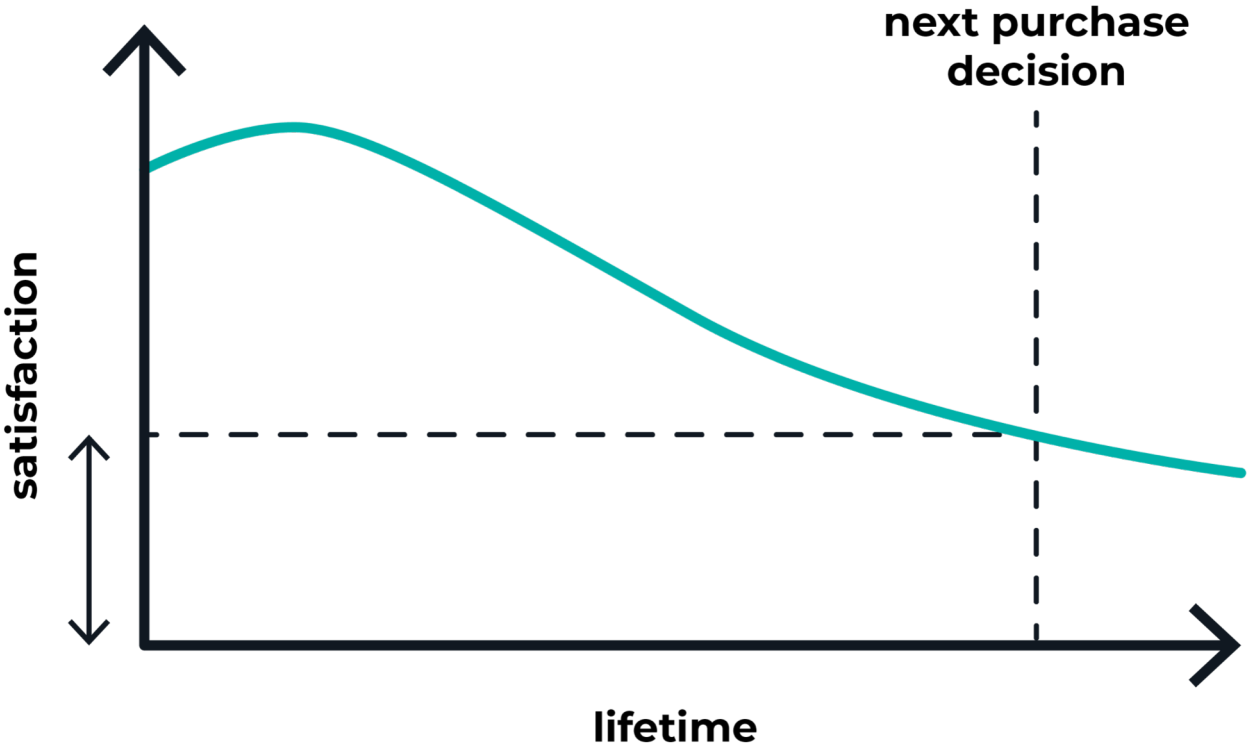
Compete with

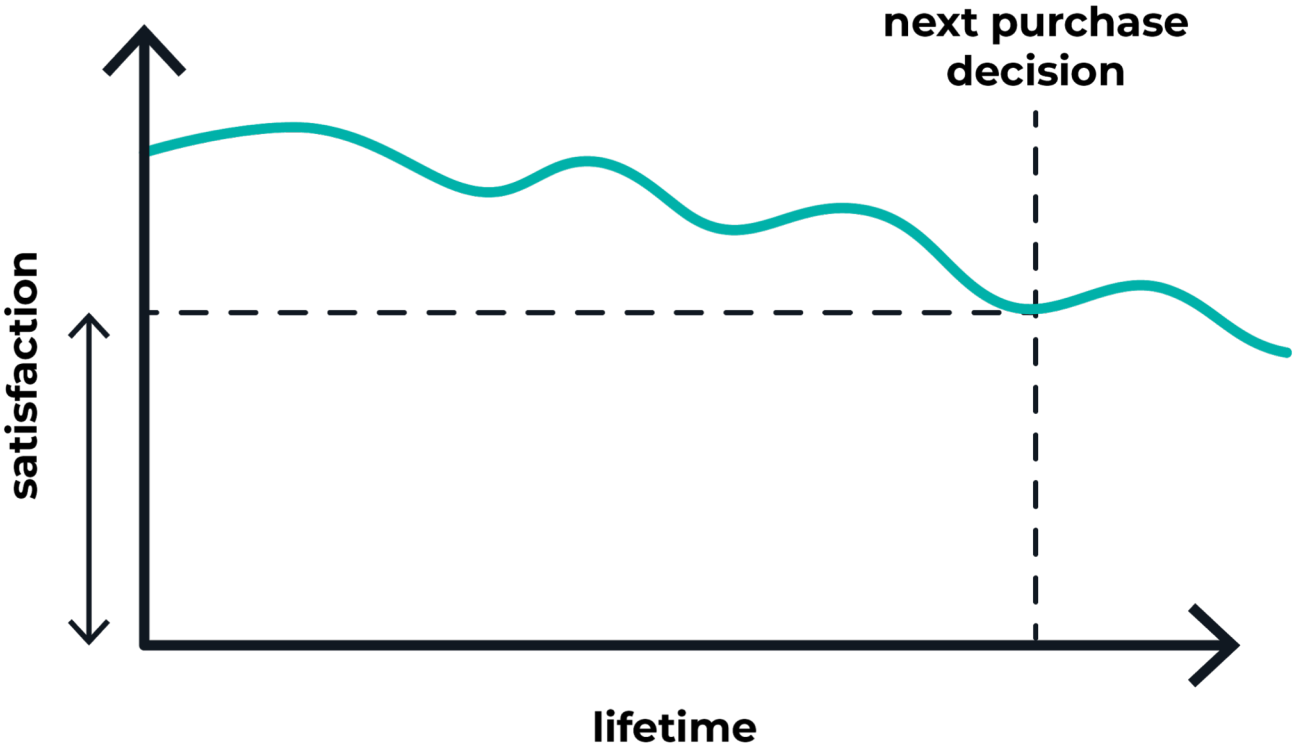
✓Software

✕Hardware


total revenue per product
feature
sales
competing
product
sales
time
only 10-40% margin
~90% margin

FOMO

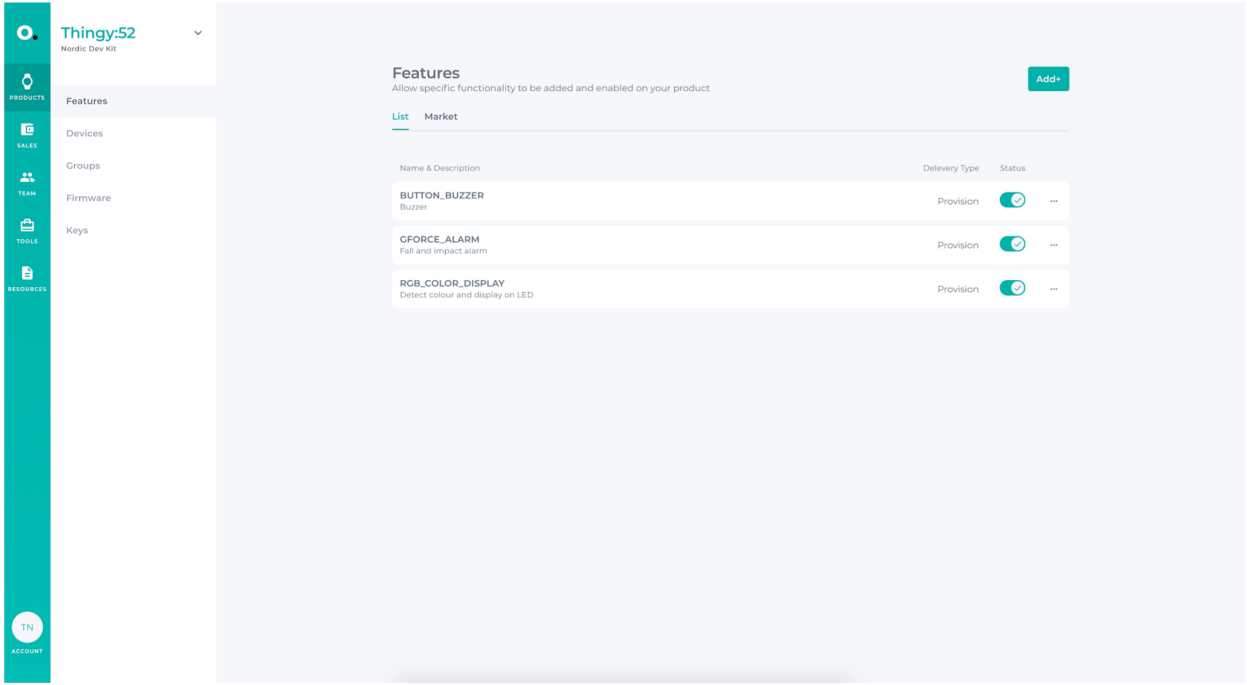

next purchase
decision
satisfaction
lifetime

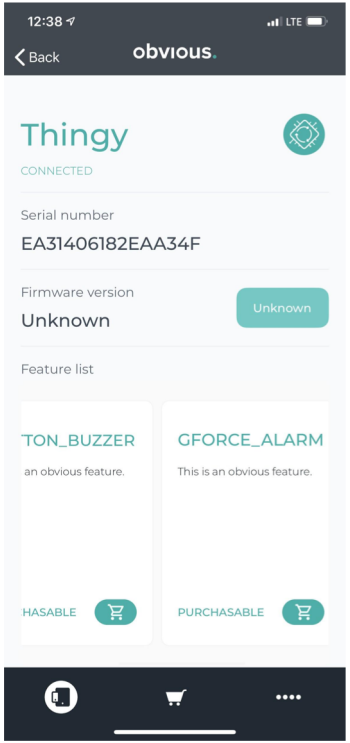

next purchase
decision
satisfaction
lifetime

“Whatever is worth doing at all, is worth doing well”

Philip Stanhope, 1746

NEWS


Thingy:52
Nordic Dev Kit
PRODUCTS
SALES
TEAM
TOOLS
RESOURCES
TN
ACCOUNT
Features
Devices
Groups
Firmware
Keys
Features
Allow specific functionality to be added and enabled on your product
Add+
List
Market
Name & Description
Delevery Type
Status
BUTTON_BUZZER
Buzzer
Provision
GFORCE_ALARM
Fall and impact alarm
Provision
RGB_COLOR_DISPLAY
Detect colour and display on LED
Provision


12:38
LTE
Back
obvious.
Thingy
CONNECTED
Serial number
EA31406182EAA34F
Firmware version
Unknown
Unknown
Feature list
TON_BUZZER
an obvious feature.
HASABLE
GFORCE_ALARM
This is an obvious feature.
PURCHASABLE

obvious.xyz/ant2019