

Defining a Minimum Viable Product and Value Proposition

This worksheet provides a template to define a minimum viable product (MVP). The MVP incorporates the smallest number of features of the final product needed to validate that it meets the needs of the end users and your theory of change early in the development cycle. It is your starting point for developing a prototype and iterating to build your educational product.

The worksheet also provides a form that you can use to draft a customer value proposition. The customer value proposition is a brief, one- to two-sentence statement that conveys how end users (schools, districts, teachers, students) will benefit from your educational product.

LEARN to Scale Toolkit

This resource is part of the LEARN to Scale Toolkit. The toolkit is designed to support researchers and developers in using the Invent-Apply-Transition framework to create, test, and scale evidence-based educational products. Access the full toolkit at learntoscale.org.

Defining a Minimum Viable Product

Consider the questions below to define your MVP.

Question	Response
<p>What are the components of your product? How do these components lead to your intended outcomes (theory of change)?</p>	

What is the smallest number of features needed to produce the intended effect (your core components)?	
What components, if any, can be adapted to fit local context? Which components must remain true to the model?	
How do the components fit with existing practices and systems (data systems, assessments, curricula, and learning platforms)?	
Who are the primary end users of the solution?	

Writing a Value Proposition

Once you have defined your MVP, start formulating your customer value proposition. The template below provides a basic example, but you can refine your value propositions to align with the different types of end users you are pitching your product to.

The **[product name]** can benefit **[specific population]** to achieve **[outcomes]**. The innovation will enable **[users]** to use **[new/innovative components of your product]** and allow for continued **[components that will fit in current ecosystem]** to create a feasible solution to **[identified need or problem]**.

Value Proposition	
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