DAY 4 - WORKBOOK

BUILD YOUR MVP

(MINIMUM VIABLE PRODUCT)



By Founderley

What is an MVP?

MVP stands for Minimum Viable Product. It's the bare minimum version of your product that still delivers real value to your audience. The goal isn't to build the perfect product—it's to build a testable version that solves at least 60% of the problem, so you can get feedback, save time, and avoid wasting effort.

Think of it like this:

Instead of spending months creating a full course, you launch just one valuable module. Instead of mass-producing a product, you make one prototype. Instead of building an app, you start with a Notion or Google Sheet version.

An MVP is your way of asking:

- "Do people really want this?"
- "Will they actually use or pay for this?"
- 👉 "What can I improve before going all in?"

The goal is speed, clarity, and validation. Don't chase perfection. Chase proof

Goal:

Create a simple, functional version of your product that solves at least 60% of your audience's main pain point. It doesn't need to be polished or perfect — it just needs to work enough to prove it's valuable.

MVP = "Minimum Viable Product" = Just enough to test, get feedback, and start selling (or validating).

Why MVP Matters:

Most people waste months building perfect things nobody wants. Instead, your job is to build something scrappy, small, and specific that you can launch today, not 6 weeks later. Think action over aesthetics.

Examples:

- eBook? → Don't write 10 chapters. Just write one powerful chapter that delivers results.
- Course? → Don't record the full course. Just record Day 1 + upload the full structure.
- Service? → Don't create a full agency. Serve one client, prove the results.
- Tool? → Don't code an app. Make a Google Sheet,
 Notion page, or Canva template.
- Product? → Create a prototype, or a sample version
 doesn't have to be fancy.

Your MVP Should:

- Be fast to build (in 1–3 days ideally)
- Deliver a real outcome (solve part of the problem)
- Be testable (can be used by early users or testers)
- Be sharable (link, demo, screenshot, PDF, etc.)



MVP Builder Worksheet

Theme: Create a real, testable version of your product — fast.

≤ 1. What is the core problem your product solves?

(Write this in one line. Get ultra specific.)



- **2. What format did you choose for your product?** (Tick your format or add your own.)
- ✓ eBook / Guide
- Digital Course
- Mentorship / Coaching
- ✓ Notion / Google Sheet Template
- ✓ Service Offering
- ✓ Physical Product (Prototype)
- Community / Membership
- ✓ Other: _____

3. What is the minimum version you can launch THIS WEEK?

E- Book 1 Chapter or cheat sheet

Course Day 1 lesson + road map

service Help 1 person manually

Tool/ Template Google sheet sample

Product A hand made prototype

Community Invite 5 people + name it

Now write your MVP version below:



4. Who will you test this MVP with?

(Pick 1-3 names or describe your test audience. This helps you stay accountable.)

+

⊗ 5. Where will you host or show your MVP?

(Google Drive, Gumroad, Instagram DM, WhatsApp, Notion page, etc.)

+

@ Output:

Paste the link to your MVP (if digital) or describe your prototype in 1 sentence.

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Final thoughts

A Minimum Viable Product (MVP) is the simplest, functional version of your product that solves the core pain point — without spending months perfecting it. It's not about looking polished; it's about getting it out there, testing fast, and learning faster.

Instead of building the whole product, just create a working sample that delivers 60% of the result. Whether it's one chapter of your eBook, a single client you help manually, or a free Notion template — the goal is real validation, not perfection.