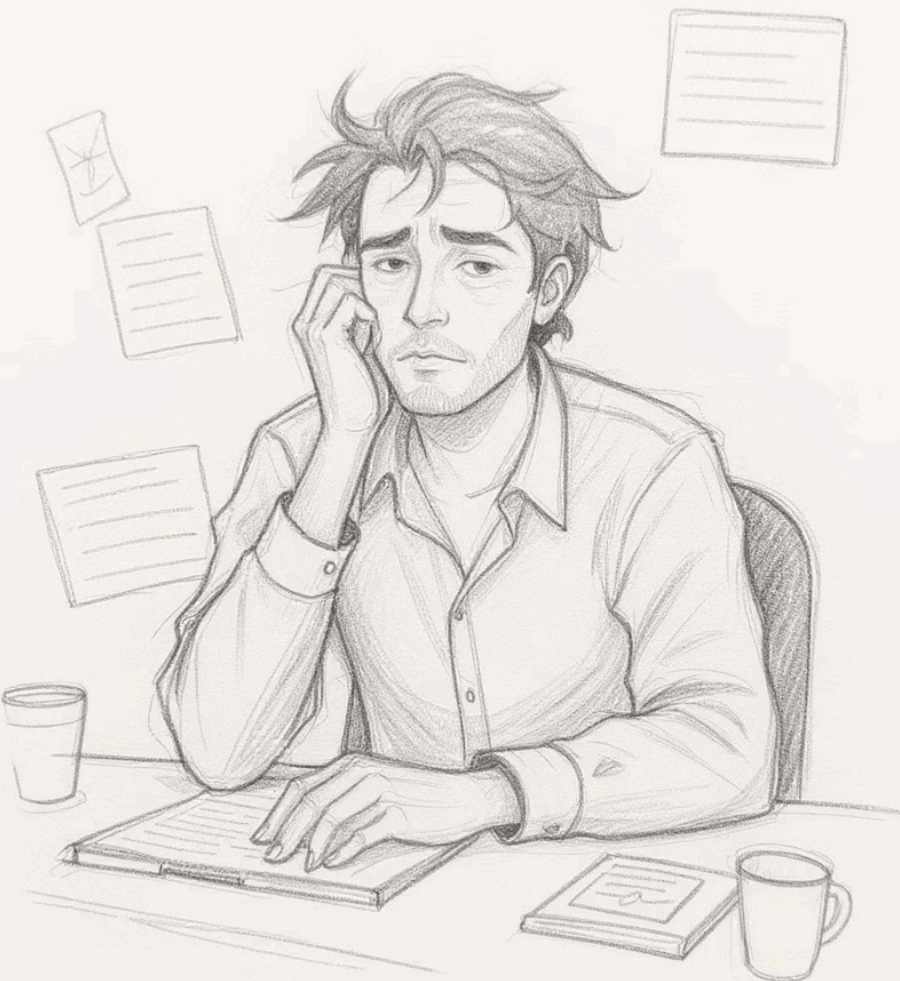


# Building Your First MVP: Mindset

Developing an MVP as a startup founder is challenging, especially if you've never done it before. Let's start from the mindset.





# Why MVPs Are Hard

## Technical Complexity

Requiring founders to navigate intricate details and overcome communication challenges with developers.

## External Pressures

day jobs, main businesses, and personal life commitments

- ❏ Even successful founders face near-failure; know that challenges are a normal part of the MVP journey.

# Get in the comfortable position from day 0

Make contracts that protects you

Pick people you are exciting to work with, not mediocre

Test your expectations. Listen for realistic estimates / budgets

Don't rush with your tasks.

Control time / money

# Foundation: Clarity Before You Start

## Define Your Vision

Before coding, get crystal clear on what and why you're building. This clarity ensures a faster, more cost-efficient development process.



### What You Want to Build

- Describe and visualize your product.
- Confirm this is truly your desired outcome.



### Why You're Building It

- Understand your motivations and goals.
- Ensure commitment to the project.



### Your Resources

- Determine budget and time commitment.
- Identify flexibility in scope or features.

## Set Clear Boundaries

Decide your total budget, realistic time commitment, and exact feature list from day one.

# Finding and Working with Developers

## Prioritize Simplicity

Seek developers who offer clarity and take responsibility for their work. Invest time in finding the right team, focusing on their communication style and ability to simplify complex concepts.

## Invest Time in Hiring

Spend significant time finding the right team. Tech skills should be evaluated by professionals.

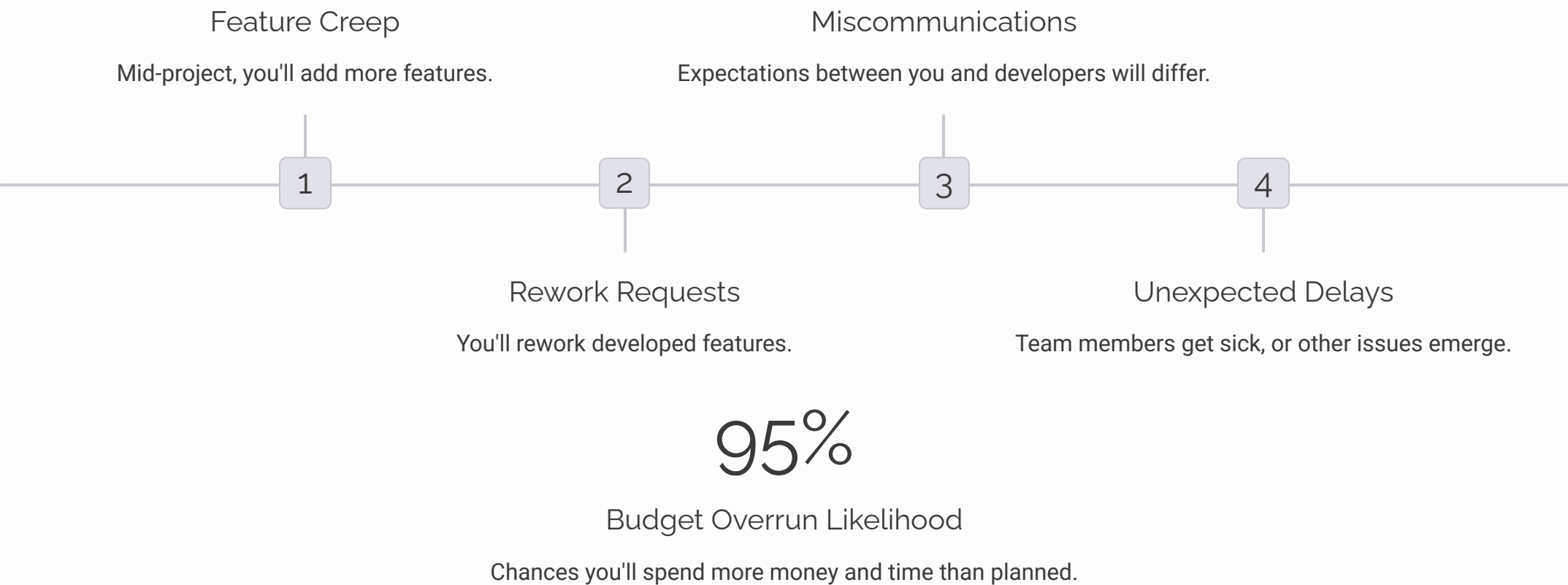
## Learn and Think

Along the way. Communicate with other founders. Ask for advices.



# Managing Development Reality

You want to control development. It's like any outsourcing or delegation: if you're unhappy, make a change.



❏ After an app is developed, users won't come. Talk to potential users before starting development.

Your project isn't different.

# Team up with part-time tech person

## The "Say Yes To Everything" Trap

Many founders hire the cheapest developers who "say yes to everything." This approach frequently leads to several critical issues:

- Poor code quality
- Broken deadlines and delayed launches
- App stability issues
- Technical debt, only apparent when developers change.

## The Solution: Independent Oversight

Hire a part-time technical consultant for few hours per week. They will:

- Review code quality and development practices.
- Provide independent assessments of project progress.
- Offer early warnings about potential problems.

### Early Issue Detection

Catch quality problems before they consume your budget.

### Performance Insight

Identify and address team performance challenges effectively.

### Reduced Transition Risk

Minimize the risk of discovering poor quality during developer transitions.

# Key Takeaways

1

## Clarity First

Define clear goals, budget, and timeline.

2

## Hire Wisely

Find developers valuing simplicity and clear communication.

3

## Communicate Openly

Maintain honest dialogue with your development team.

4

## Manage Expectations

Understand complexity is normal; challenges will arise.

5

## Trust Your Team

Empower experienced professionals to do their job.