



Project Name: _____

Made By: _____

Start Date/Time: _____

End Date/Time: _____

MVP Experiment Canvas

4) Customer Engagement How are you going to engage the customers who used your MVP, and learn from their experience and gather feedback to improve your Value Proposition?		7) Scenario/Workflow How does that work? Describe the steps from beginning to end.	10) Results What are the qualitative and quantitative results of your experiment?					
1) Your Customer Segment Which segment from your target customers will experience the most value from your MVP, and what can you learn from them?	2) Value Proposition My company, [company name], is developing [a defined offering] to help [a defined audience] [solve a problem] with [secret sauce/differentiation].		11) Learning & Insights What are your key learnings? What are your key surprises? Did you get enough results? What do they tell you about your Riskiest Assumption(s)?					
3) Channel(s) How are you going to reach your Customer Segment and “deliver” your Value Proposition to them?		8) Metrics What will you measure? (Can be multiple metrics).				<table border="1"><tr><td>Validated</td><td>Invalidated</td><td>Inconclusive</td></tr></table>		
Validated	Invalidated		Inconclusive					
5) Riskiest Assumption(s) What are you setting out to test with your MVP? Are these assumptions about the Problem, Solution or Implementation?	6) Experiment Format What type of experiment are you going to run?	9) Success Criteria How do you qualify and / or quantify a successful outcome of this experiment?	12) Next Steps What do the results tell you to do next? Are you going to Pivot, Pursue or Stop?					