

GRANNY & SMITH®

**STOP
BUILDING
MVP'S!**



GRANNY & SMITH®

**CHANCES ARE
PRETTY HIGH
YOU WILL DO
IT WRONG!**

|&|

GRANNY & SMITH®

**“WHAT
THE HECK
ARE YOU
TALKING
ABOUT,
LARS?!”**



GRANNY & SMITH®

**M INIMUM
V IALBE
P RODUCT?**

|&|

GRANNY & SMITH®

PEOPLE BELIEVE
THE MVP IS THE
BEST METHOD
TO TEST
INNOVATIVE
PRODUCTS.

&
|

GRANNY & SMITH®

**THIS IS WHAT
THEY READ IN
SOME BOOKS.**

**&
|**

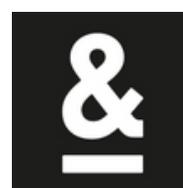
GRANNY & SMITH®

**THIS IS WHAT
SO-CALLED
EXPERTS KEEP
TELLING THEM.**

**&
|**

GRANNY & SMITH®

**“SO, WHAT'S
WRONG WITH
THAT, LARS?!”**



GRANNY & SMITH®

**CUSTOMERS
ALMOST
NEVER
CARE
ABOUT...**

**&
|**

GRANNY & SMITH®

**YOUR
PRODUCT!**

|&|

GRANNY & SMITH®

**IT'S
FEATURES!**

|&|

GRANNY & SMITH®

OR

|&|

GRANNY & SMITH®

**YOUR
TECHNICAL
STUFF!**

**&
|**

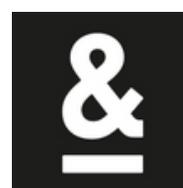
GRANNY & SMITH®

OUCH?



GRANNY & SMITH®

**“OK, BUT THEN
TELL ME –
HOW SHOULD I
DO IT RIGHT,
LARS?!”**



GRANNY & SMITH®

**THE BEST
WAY TO
GO TO
MARKET IS...**

**&
|**

GRANNY & SMITH®

**MAKE YOUR
PRODUCT
LOOK AS REAL
AS POSSIBLE!**

**&
|**

GRANNY & SMITH®

**FORGET THAT
PROTOTYPING
BULLSHIT!**

|&|

GRANNY & SMITH®

**PAPER-
PROTOTYPES
WON'T WORK!**

**&
|**

GRANNY & SMITH®

**IF THEY LOOK
LIKE SH...
NOBODY WILL
BUY THAT!**

**&
|**

GRANNY & SMITH®

**“OK, BUT THEN
I’VE GOT TO BUILD
THAT PRODUCT
BEFORE
TESTING??!”**



GRANNY & SMITH®

NOPE.

|&|

GRANNY & SMITH®

**YOU JUST
BUILD WHAT
THE CUSTOMER
CAN SEE.**

**&
|**

GRANNY & SMITH®

**DON'T CARE
ABOUT
DETAILS!**

**&
|**

GRANNY & SMITH®

**FORGET ABOUT
ENGINEERING!**

**&
|**

GRANNY & SMITH®

**FORGET ABOUT
TECHNOLOGY!**

|&|

GRANNY & SMITH®

**WE CAN SOLVE
THAT LATER!**

**&
|**

GRANNY & SMITH®

**“OK, BUT WHAT
THE HECK
SHOULD I
TEST??!”**



GRANNY & SMITH®

**IF YOU BELIEVE
YOU CAN
BUILD THE
PRODUCT...**

**&
|**

GRANNY & SMITH®

**STOP RIGHT
THERE!**

|&|

GRANNY & SMITH®

**DON'T
BUILD IT!**

|&|

GRANNY & SMITH®

INSTEAD...

|&|

GRANNY & SMITH®

FOCUS ON:

|&|

GRANNY & SMITH®

PRODUCT DESIGN!

|&|

GRANNY & SMITH®

**STORY
TELLING!**

|&|

GRANNY & SMITH®

EMOTIONAL CAMPAIGNS!

|&|

GRANNY & SMITH®

SOCIAL SELLING!

|&|

WHAT'S THE
"IN IT FOR ME"
FROM A
CUSTOMER
PERSPECTIVE?

GRANNY & SMITH®

**THAT'S THE
WAY YOU WILL
FIND OUT IF...**

**&
|**

GRANNY & SMITH®

**YOUR PRODUCT
REALLY
RESONATES WITH
YOUR POTENTIAL
CUSTOMERS**

**&
|**

GRANNY & SMITH®

**STOP
WORKING
WITH
OUTDATED
METHODS...**

**&
|**

GRANNY & SMITH®

**THAT DO
NOTHING BUT
COST YOU
TIME & MONEY**

|&|

GRANNY & SMITH®

„OK.“



GRANNY & SMITH®

**SORRY
FOR
BEING
THAT
DIRECT**

**&
|**

GRANNY & SMITH®

**I SIMPLY
CAN'T
STAND IT
ANYMORE!**

**&
|**

GRANNY & SMITH®

**SEEING
INNOVATION
IDEAS
STUCK**

|&|

GRANNY & SMITH®

**SEEING
PROJECTS
FAIL**

**&
|**

GRANNY & SMITH®

**SEEING
GO-TO-
MARKETS
CRASH**

**&
|**

GRANNY & SMITH®

**THERE IS AN
URGENT
NEED FOR
THE BETTER!**

**&
|**

GRANNY & SMITH®

**AND I
WON'T
GIVE UP!**

**&
|**