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The most effective MVP methods:

case study of five successful Estonian startups

Master's thesis (15EAP)

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Abstract:

This research aims to explore the methods used to find MVP scope for software products in Estonian startups. At first, the possible importance of the MVP phenomenon for software products has been provided. Furthermore, MVP's definition, its use as well as criticism are discussed. Additionally, methods that are most often used for prioritizing features for MVP such as 5 Whys, MoSCoW, Kano, 80/20, Prioritization Matrix are described. Furthermore, a case study research method is used. The paper is based on five in-depth open-ended interviews with successful Estonian startups. The flexibility of the interviews ensures exploratory kind of the research in the field of MVP. Purposive sampling is chosen up to the point when a diminishing return from the interviews is reached. Five case studies include Bolt Business, Novastar, IoT, Hundred5, and Codemagic (by Nevercode). Based on the analysis, suggestion for other companies for MVP is to copy as much as possible from successful competitors, ask and trust customer feedback while being flexible enough to re-prioritize and act fast based on need to find the product-market fit.

Keywords:

Software product, minimal viable product, startup

CERCS: P170 Computer science, numerical analysis, systems, control

Kõige efektiivsemad MVP meetodid: viie eduka Eesti start-upi näitel

Lühikokkuvõte:

Käesoleva magistritöö eesmärk on uurida meetodeid, mis kasutatakse MVP (minimaalse töötava toote) skoobi määratlemil Eesti idufirmades. Esmalt on arutatud võimaliku MVP tähtsuse üle seoses tarkvaratoodetega. Lisaks on defineeritud MVP mõiste, arutatud selle kasutuse ning ka kriitika üle. Lisaks on kirjeldatud meetodeid, mida tihti kasutatakse MVP skoobi prioritseerimisel nagu 5 Whys, MoSCoW, Kano, 80/20, Prioritiseerimise Maatriks. Uurimuses on kasutatud juhtumiuuringu uurimismeetodit. Töö põhineb viiel detailsel intervjuul Eesti edukate idufirmadega. Intervjuude paindlikkus kindlustab hea teema katvuse ning sihipärane valim garanteerib piisava infokatvuse. Viis ettevõtet, keda intervjueriti on Bolt Business, Novastar, IoT, Hundred5 ning Codemagic. Analüüsi põhjal on soovitusel MVP koostamise jaoks kopeerida võimalikult palju edukatelt konkurentidelt, küsida ning usaldada klientide tagasisidet ning olla võimeline vajadusel kiiresti ümber hindama prioriteete, et leida toote sobivus turul.

Võtmesõnad:

Tarkvaratoode, minimaalne töötav toode, idufirma

CERCS: P170 Arvutiteadus, arvutusmeetodid, süsteemid, juhtimine (automaatjuhtimis- teooria)

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Tartu, **16.05.2019**