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# 7. Getting to Minimum Viable Product

**What is a Minimum Viable Product?**

A Minimum Viable Product is a very important concept, vastly cited and quoted in the technology startup and software world.

The most straightforward definition of the Minimum Viable Product is that it is the smallest version of your solution that you can build that is capable of solving at least one part of the main customer's problems you are addressing.

It is a powerful and important model for a startup, you can look at the Minimum Viable Product as your best testing tool to validate product-market fit. You can test if what you intend to develop, addresses the actual market demand.

Being a Minimum Version, it should help you to cope with the uncertainty about the response of your potential customers and allows you to change it quickly and relatively inexpensively compared to changing a fully functioning product.

So, the suggestion is to use it to test your assumptions, to have a concrete way to expose your idea to your potential customers and to iterate the product with them.

**When can I depart from minimum viable product to commercial product? When can I start to sell?**

A Minimum Viable Product can be a commercial product. In fact, in many cases, very successful companies manage to sell what was their Minimum Viable Product and then they keep growing by evolving it and building on it by following their customers' feedback.

At the very beginning you are very likely to ask your potential customers to use it for free, as their feedback at that stage is very valuable.

Then, the full 'go-to-market' decision should come from the feedback you receive.

If the majority of your users reject the solution or most of it, that should lead you to change your Minimum Viable Product and go back to them to check again if the new version now has what they are looking for.

If the majority of your users like your Minimum Viable Product, you can proceed with making the solution more robust and start to test a pricing option with them to validate its viability.

Once you find the right product-market fit due to the positive response you receive about your solution, then it's a matter of understanding how you can move to producing your solution at scale. It's no longer for a small number of users but for the number you have projected and validated about your target market size.

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