

# MVP's: Common Misconceptions and Practical Tips for R&D Teams

  
**SNAPSHOT  
GUIDE**

# 1 “Aren’t MVPs just for apps and tech launches?”

MVP’s are tools for learning, that help R&D teams **reduce risk** by gathering real-world data, pressure-test assumptions, and course-correct early before mistakes become expensive.



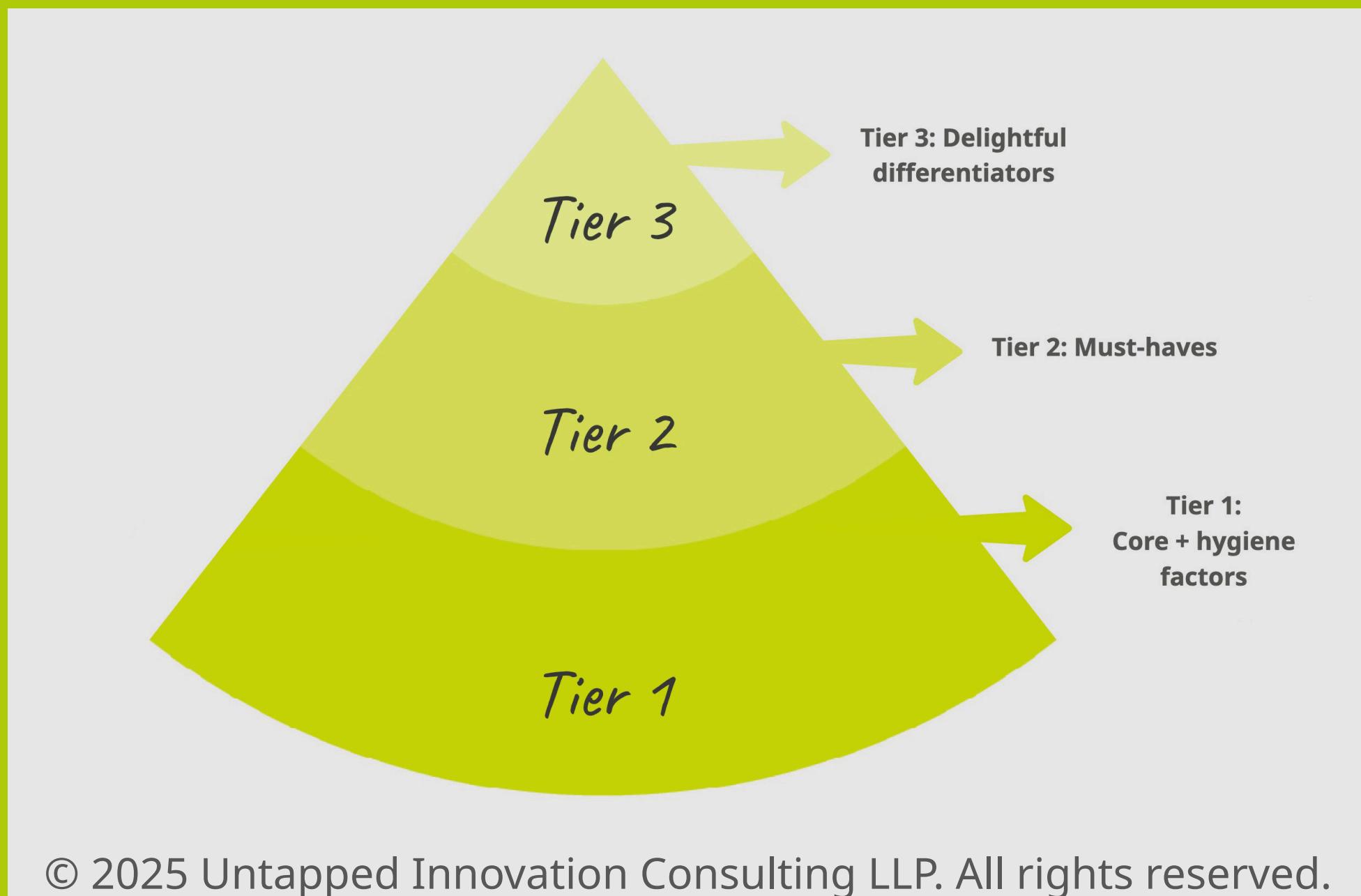
# 2 “But we already run user tests during development - how is MVP testing different?”

While many teams do test with users, MVP thinking shifts the timing, purpose, and focus of that testing from perfection to purpose: asking what's the minimum that truly delivers **value** and **differentiation**, in a way that is good enough.



# 3 “Isn’t an MVP just about the core function? How do we know what else to include?”

MVP thinking is truly strategic. We encourage teams to use an **Attribute Hierarchy** to prioritise the ‘core attributes’, ‘must-haves’ and ‘delightful differentiators’.



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“But isn’t launching lean only realistic for small or unregulated businesses?”

MVPs provide a way to reduce risk early, before full-scale investment or internal lock-in. They are a safe, strategic shortcut to **smarter innovation**. And for high-stake businesses, that’s not a compromise, it’s a competitive edge.



# 5 “How can I actually apply this in real projects?”

Join our expert training sessions to put MVP into practice and gain practical, **agile tools**, helping you stay aligned with user needs and prioritising what matters most for your R&D pipeline now.

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# MVP's: Practical Tips for R&D Teams

- 1) MVP's are tools for learning, that help R&D teams reduce risk by gathering real-world data, pressure-test assumptions, and course-correct early before mistakes become expensive.
- 2) While many teams do test with users, MVP thinking shifts the timing, purpose, and focus of that testing from perfection to purpose: asking what's the minimum that truly delivers value and differentiation, in a way that is good enough.
- 3) MVP thinking is truly strategic. We encourage teams to use an Attribute Hierarchy to prioritise the 'core attributes', 'must-haves' and 'delightful differentiators'.
- 4) MVPs provide a way to reduce risk early, before full-scale investment or internal lock-in. They are a safe, strategic shortcut to smarter innovation. And for high-stake businesses, that's not a compromise, it's a competitive edge.
- 5) Join our expert training sessions to put MVP into practice and gain practical, agile tools, helping you stay aligned with user needs and prioritising what matters most for your R&D pipeline now.