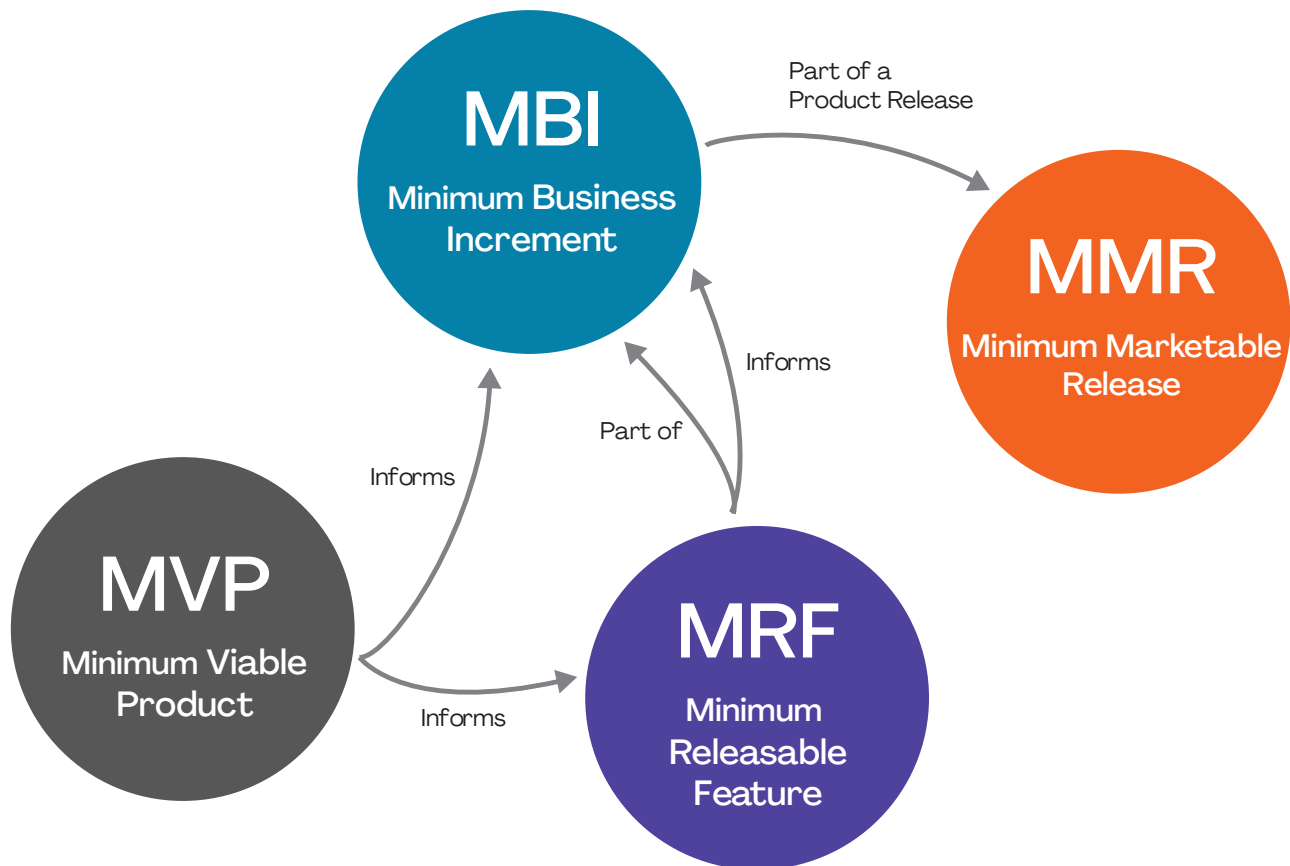


MVPs vs MBIs



Minimum Business Increment (MBI)

- The smallest, releasable chunk of value that makes sense from a business perspective
- Focused on the highest value, and quick realization of that value
- Targeted for a particular market segment
- Only artifact for which cost-of-delay makes sense

Minimum Releasable Feature (MRF)

- The smallest feature that fits into an MBI or MVP
- A fully functional, single feature or function that provides real value to customers
- Could potentially be deployed on its own
- Sometimes called a Minimum Marketable Feature (MMF)

Minimum Marketable Release (MMR)

- A batch of one or more MBIs
- Sometimes called a Minimum Marketable Product (MMP)

Minimum Viable Product (MVP)

- An investment in creating a new product or service
- Created to explore a hypothesis
- Often starts as a functional prototype where some functionality is simulated or performed manually
- Aim is to do just enough work to get something in front of potential customers to learn what they really want