

MVP BUDGET PLANNING

The MVP Budget Brief

Scope the decision before you estimate the build.

Work through it in order.

Write the current truth, not the answer that sounds impressive. The value is in making assumptions and trade-offs visible.

1. Learning goal

☐ What business decision must this MVP unlock?

☐ What evidence would change the decision?

☐ What is the stop condition?

2. Smallest complete journey

☐ Primary user

☐ Trigger that starts the journey

☐ Moment the user receives value

☐ Manual work allowed behind the scenes

3. Production depth

☐ Launch type: demo / pilot / private beta / public

☐ Security and data expectations

☐ Reliability and support expectations

☐ Analytics needed to learn

4. Cost map

☐ One-time build work

☐ Integrations and data migration

☐ Monthly infrastructure / AI / messaging

☐ Support and operational ownership

5. Decision gates

☐ What must be true before expanding scope?

☐ Which uncertainty gets contingency?

☐ Review date and accountable owner
