

**I used to think  
MVPs were  
meant to impress  
customers.**

**Now I know they're  
meant to teach and  
to learn.**



# **Most MVPs in deep tech test features, not assumptions.**

You end up with something  
usable...

But not valuable.



# Teach your users what's possible.

New tech = new workflows,  
new questions, new decisions.

You're not just testing  
functionality.

You're reshaping how they  
think.



# Learn what really blocks value delivery.

Is it usability?

Or trust, pricing, or fit in their  
workflow?

Ask:

“Are we delivering value?”

“Can we capture it?”

“Should we build this.. or offer  
it as a service?”



# How do you use MVPs to learn in deep tech?

👉 Drop your lessons. I'd love to hear.

