



MLP CANVAS

PRODUCT NAME:

ITERATION 1

Outcome (circle)

ITERATION 2

Outcome (circle)

ITERATION 3

Outcome (circle)

ITERATION 4

Outcome (circle)

LOVABILITY

- Surprise & delight
- Builds the tribe
- High value problem
- Hungry for more

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- Builds the tribe
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INSIGHTS

WE BELIEVED THAT....

WE BELIEVED THAT....

WE BELIEVED THAT....

WE BELIEVED THAT....

WE OBSERVED THAT...

WE OBSERVED THAT...

WE OBSERVED THAT...

WE OBSERVED THAT...

FROM THAT WE LEARNED...

FROM THAT WE LEARNED...

FROM THAT WE LEARNED...

FROM THAT WE LEARNED...