

# The 2025 MVP Roadmap Template

When it comes to software development, creating a Minimum Viable Product (MVP) shouldn't mean cutting corners. At Orases, we believe in building MVPs that go beyond just 'quick fixes'—our approach focuses on crafting robust, future-proof foundations that maximize long-term ROI by ensuring your product is both scalable and adaptable for what's to come.

## The Roadmap

Steps	
<b>01</b> Identify Problem & Customer Segment	Clarify the core problem your software will solve, identifying the target user segment this solution serves.
<b>02</b> Value Proposition	Define the unique value your product offers to the target audience, clearly articulating why it stands out in the market.
<b>03</b> Map Use Cases & Workflows	Develop stories and workflows that describe how various user groups will interact with the software, focusing on real-world scenarios that connect back to the identified problem.
<b>04</b> Feature Planning & Prioritization Matrix	Select key features required for the MVP, ensuring they address critical use cases. Apply a prioritization matrix to balance business value with technical complexity.

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<b>05</b>	<b>Risk Assumptions &amp; Experiment Format</b>	Identify key risks that come with building the MVP and devise a plan for validating assumptions through experiments within the MVP framework.
<b>06</b>	<b>Simple Architecture &amp; Scalability Planning</b>	Design a simple, yet extensible software architecture to form a strong, future-proof foundation. Aim for scaling potential to support additional features or audiences as the product evolves.
<b>07</b>	<b>Channels &amp; User Engagement</b>	Define communication channels and engagement strategies to gather feedback from early users and ensure the MVP serves its intended user segment effectively.
<b>08</b>	<b>Metrics &amp; Success Criteria</b>	Establish key performance indicators (KPIs) and criteria to measure the success of the MVP, ensuring clear goals for both short-term validation and long-term scalability.
<b>09</b>	<b>Experimentation Results, Learning &amp; Insights</b>	After testing the MVP, gather data, analyze results, and extract valuable insights to inform future iterations or product expansion.
<b>10</b>	<b>Pitch &amp; Presentation</b>	Present the MVP to core users, focusing on the results gathered and the future potential for growth based on the foundational work completed.

**READY TO TURN YOUR SOFTWARE VISION INTO A FUTURE-PROOF, SCALABLE MVP?**  
Get in touch with the experts at Orases to build a robust foundation that maximizes long-term ROI and sets your product up for lasting success.

*Let's talk about your business needs.*