

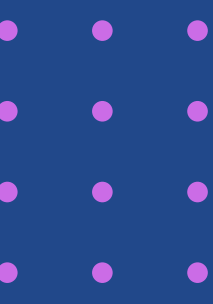


# Prototyping and MVP

Aijan Alisherova-  
Duymaz



# Intro



01

 Aijan Alisherova-Duymaz

 aijan.alisherova



# Accelerate Prosperity

This is a new global initiative of the Aga Khan Development Organization (AKDN) in Central and South Asia to stimulate enterprises where economic opportunities remain scarce.



**INCUBATION AND  
ACCELERATION  
PROGRAMS FROM  
TOP EXPERTS**



**INDIVIDUAL  
TRACTION AND  
MENTORSHIP**

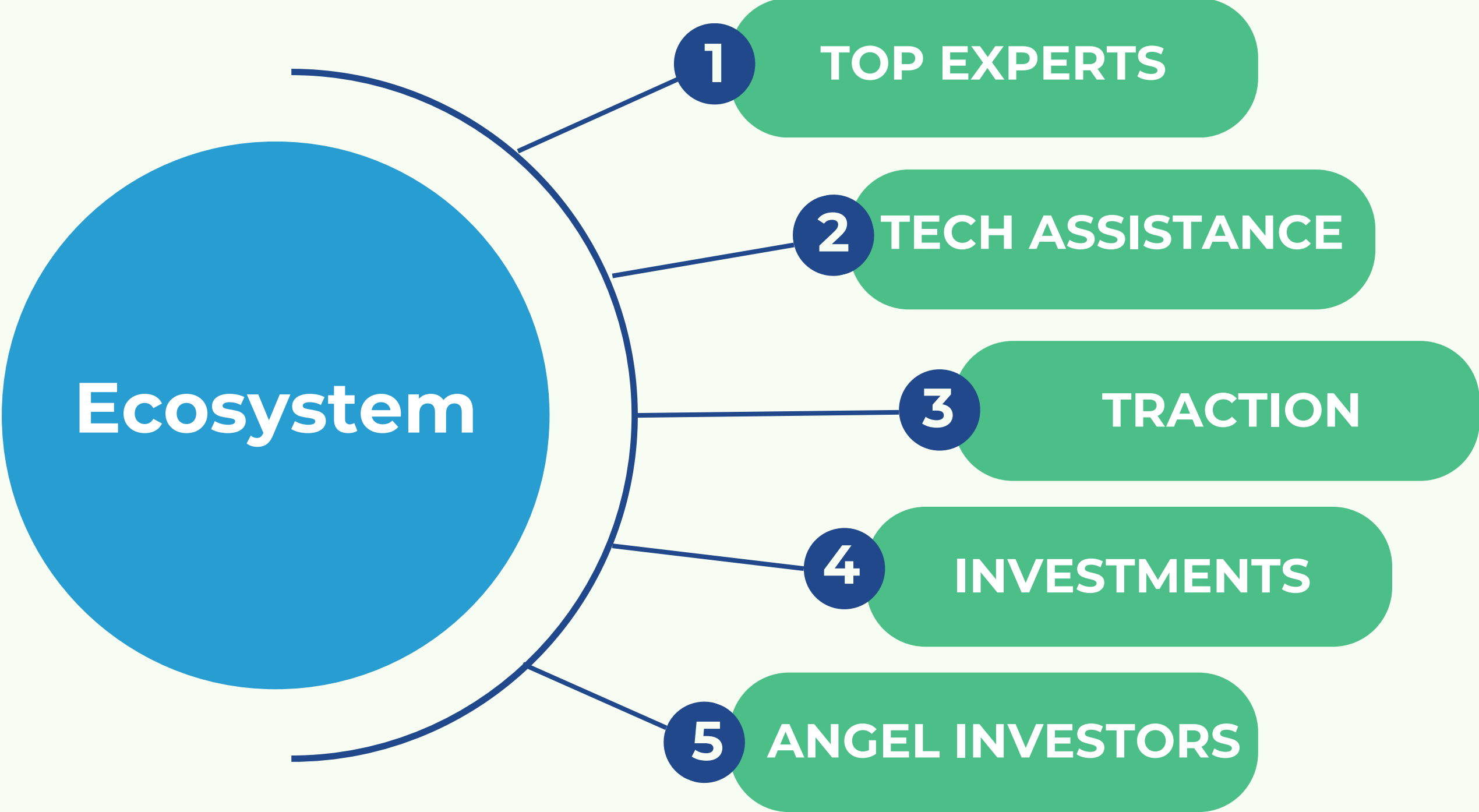


**PITCH DECK TO  
INVESTMENT -  
READINESS**



**INVESTMENTS**

# AP support to Startups



# AP Kyrgyzstan in numbers



**1179+**

**Alumni**



**79**

**Portfolio companies**



**\$ 2,7 mln**

**Investments**



# Preferred areas for investment



**1** IT and advanced innovations



**2** Tourism and HoReCa



**3** Green solutions



**4** Pre-school education for children



**5** Manufacturing and farming

# Prototype



# Prototype

A prototype is what happens when you give form to your product idea. It's something tangible, not just in your head.

Paper sketches:

Digital prototypes:

Proto.io.

InVision,

Figma,

Balsamiq,

Axure RP,

Sketch (for Mac only),

Adobe XD



# MVP

Minimum Viable Product

It's the bare minimum version of your product that still solves the problem for your customers.



Problem 1

Problem 2

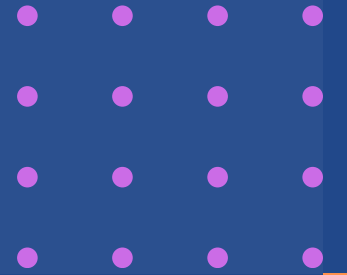
Problem 3

**“MVP is the version of a new product that allows a team to collect the maximum amount of validated learning about customers with the least effort.”**

Eric Ries, *The Lean Startup*

# MVP

Minimum Viable Product



Airbnb: From 3 guests to 400 million

Dropbox: The product that didn't exist

Spotify: Do one thing and do it well



# Ideation

## Step 1 – Who are your customers?

The main goal of any startup is product creation, which people need.

## Step 2 – What problem does your product/service solve?

What problem does your product/service REALLY solve?

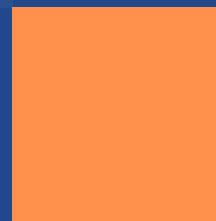


# Product Details

Step 3 – How exactly your product solves the client's problem.

Step 4 – WHAT DO YOU Offer & Create unique value proposition

Step 5 – Describe Product Feature





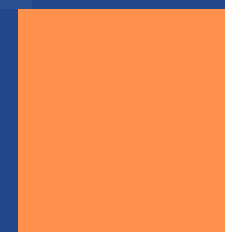
# Timeplan

1. January  
Production

2. April  
Beta version

3. July  
V1 release

4. October  
V1 release



# Thank you!



accelerate  
prosperity



Bishkek, Asanbai, 27/1



+996 990 935 008



ap@akdn.org



kg.accelerateprosperity.org



Accelerate Prosperity Kyrgyzstan



ap\_kgz

