

# DREAM IT. BUILD IT. TEST IT. LAUNCH IT.

The Minimal Viable Vision.  
Four weeks from idea to a working, tested AI product.

[minimalviablelaunch.io](https://minimalviablelaunch.io)

4 WOW MOMENTS

● LIVE

5 REAL USERS

BENCHMARK BEATEN



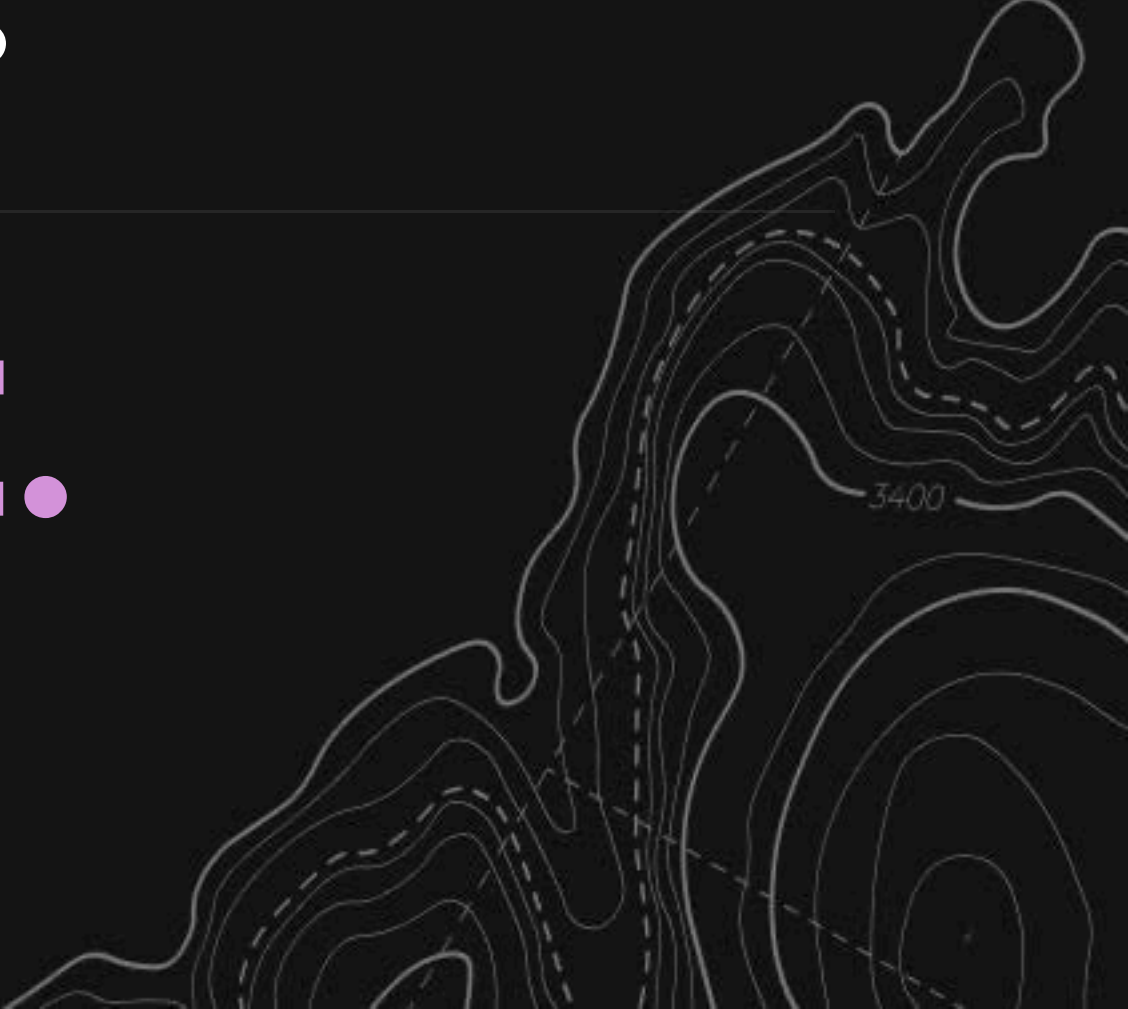
**WE MAKE THE:**

**UNFEASIBLE** → **FEASIBLE.**

**UNSCALABLE** → **SCALABLE.**

**UNAFFORDABLE** → **AFFORDABLE.**

**UNREMARKABLE** → **REMARKABLE.**



WHO WE'VE BUILT WITH

# TRUSTED BY THE BUSINESSES MOVING FIRST.

octopusenergy

Dent.

 Darren  
Evans

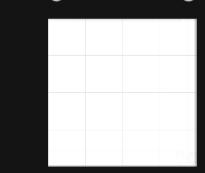
HEY**Monika**

*The*  
**Kindness  
Code**

  
**Loom**  
PSYCHOLOGY

 **POD**

 Sigma Capital Group™

Multi  
 **Base**





A LETTER FROM LEE

# LET'S PROVE IT BEFORE YOU BET ON IT.

Thank you for your time. Businesses are being disrupted faster than ever before, and to keep up you need a new approach. Most end up with a strategy deck that is already out of date by the time it reaches their desk. We do it the other way round.

In four weeks you'll have a working AI product, tested with your own users, and a clear answer on whether to build it. This deck shows you exactly how. If it feels right, let's book your Minimal Viable Vision Workshop.

*Lee Russel*

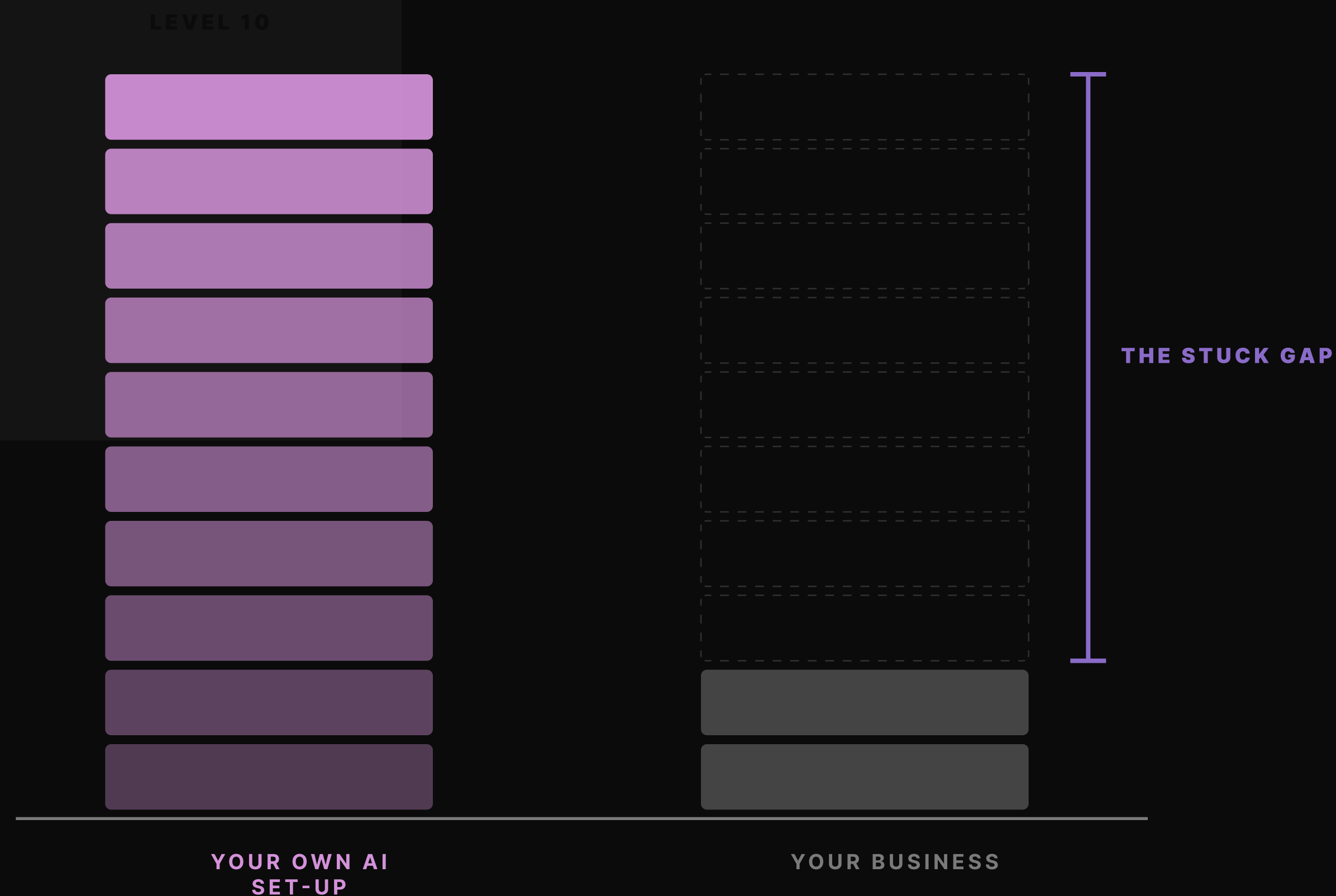
**Lee Russel**

Founder and CEO, Minimal Viable Launch

WHERE MOST BUSINESSES ARE STUCK

# YOU'RE LIVING IN THE FUTURE. YOUR BUSINESS ISN'T.

You're driving ten times faster than you were a year ago. And yet your team are still sitting in the passenger seat, working the way they did five years ago. Every time you try to hand them the wheel, it stalls.



## It's stuck with you.

It lives in your prompts, your tools, your routines and your head.

## They don't get it.

Your team isn't interested, or doesn't know where to start.

## Customers can't tell.

Nothing about how you serve them has changed.

## It won't scale.

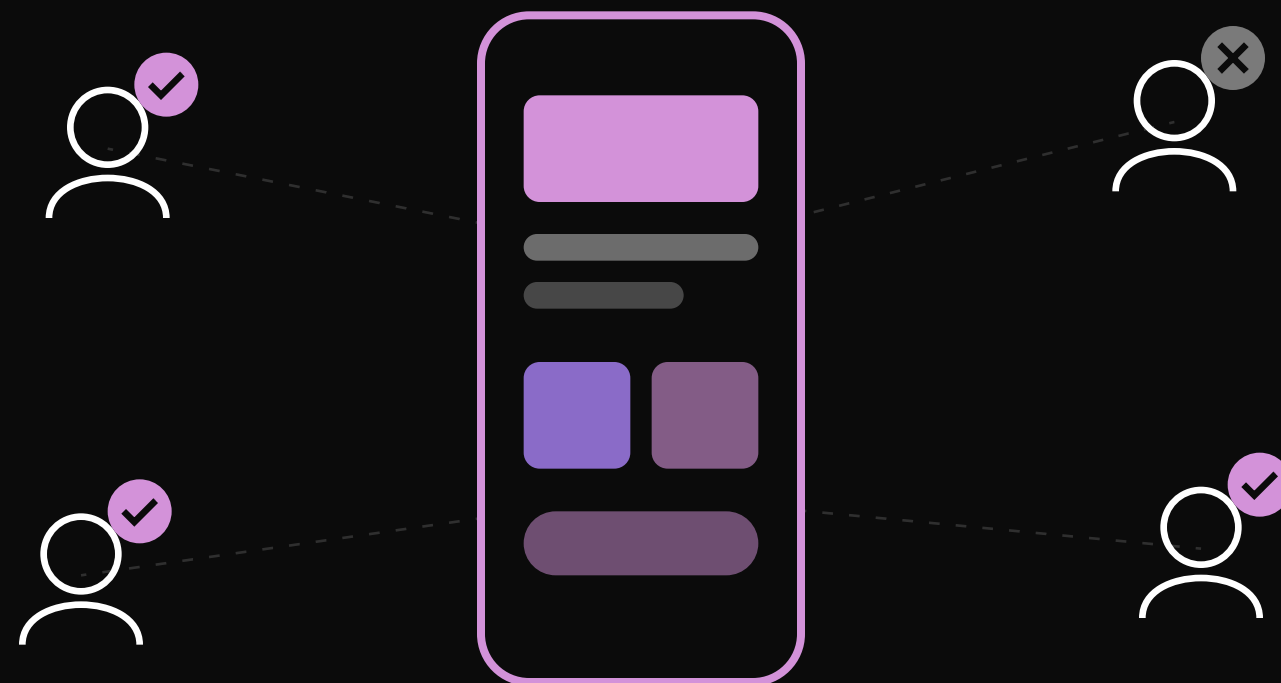
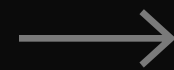
What works for you breaks when it's shared.

# YOU DON'T NEED A STRATEGY DECK. YOU NEED A WORKING PRODUCT.



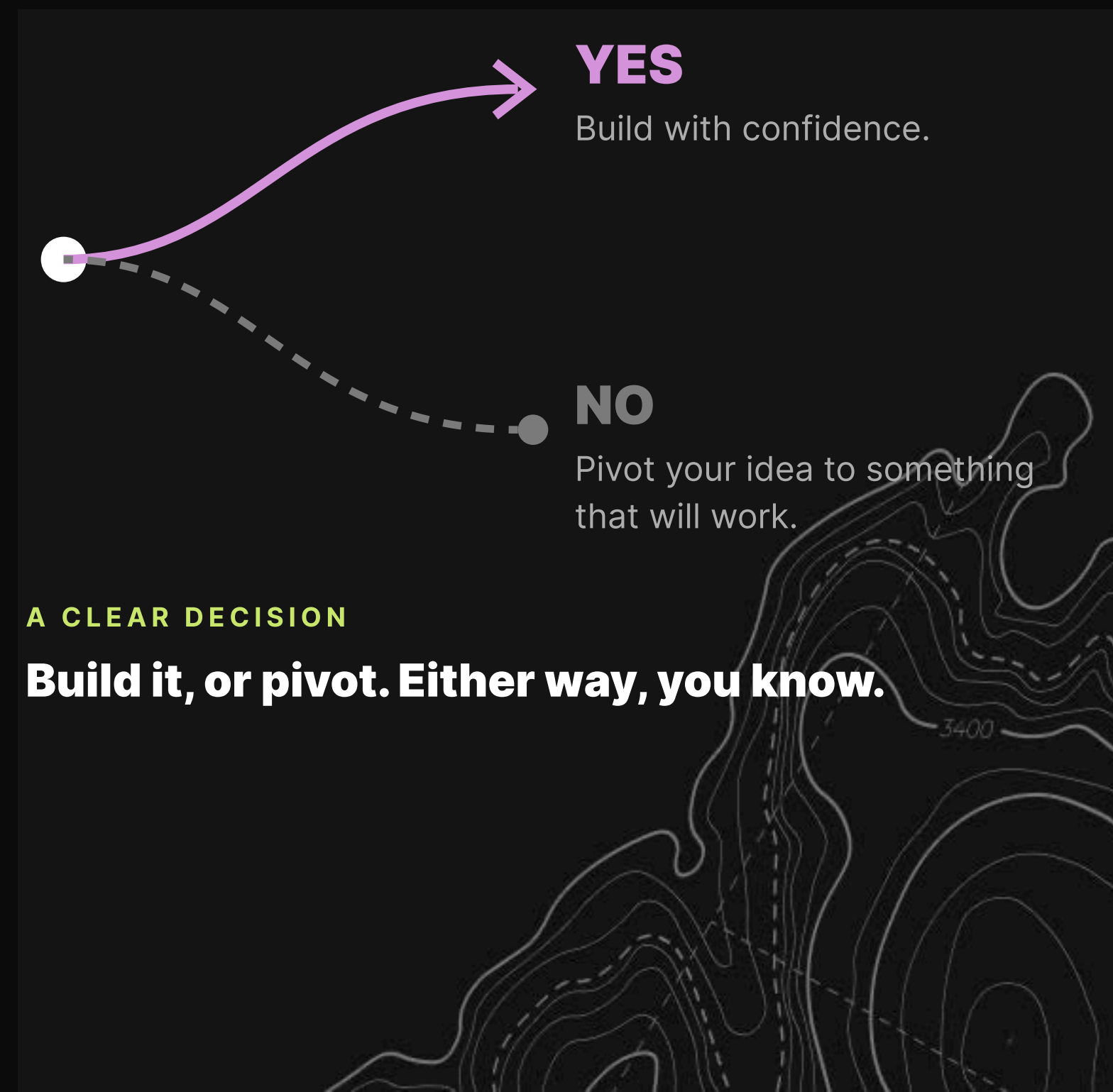
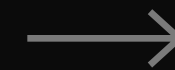
A STRATEGY DECK

Every idea sounds great on paper.



A WORKING PRODUCT

Only a real product tells you the truth.



A CLEAR DECISION

Build it, or pivot. Either way, you know.

**DREAM IT. BUILD IT. TEST IT. LAUNCH IT.**

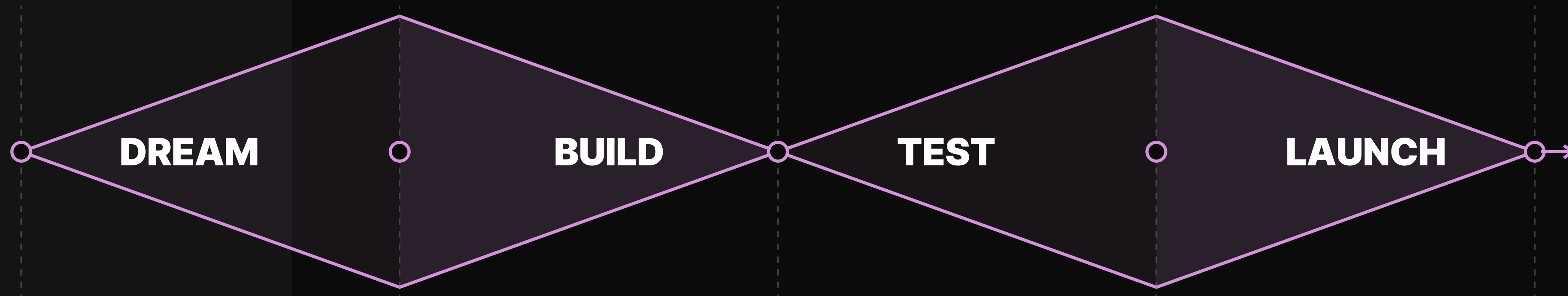
1 day, 5 hrs

2 hrs · your feedback

You introduce 5 users

2 hrs

3 hrs



Benchmarks set in week 1, scored at every gate thereafter.

- Burning-hair problems, risk map
- Wow moments and benchmarks
- Proofs of concept presented

## Vision pack and four POCs

- Working, AI functional prototypes
- Scored against the benchmark
- Five of your users try it

## Working prototype

- Improvements from user research
- Re-built and re-tested
- Findings presented back to you

## User research findings

- Security audit
- Technical documentation
- Everything ready to launch

## Launch-ready MVV

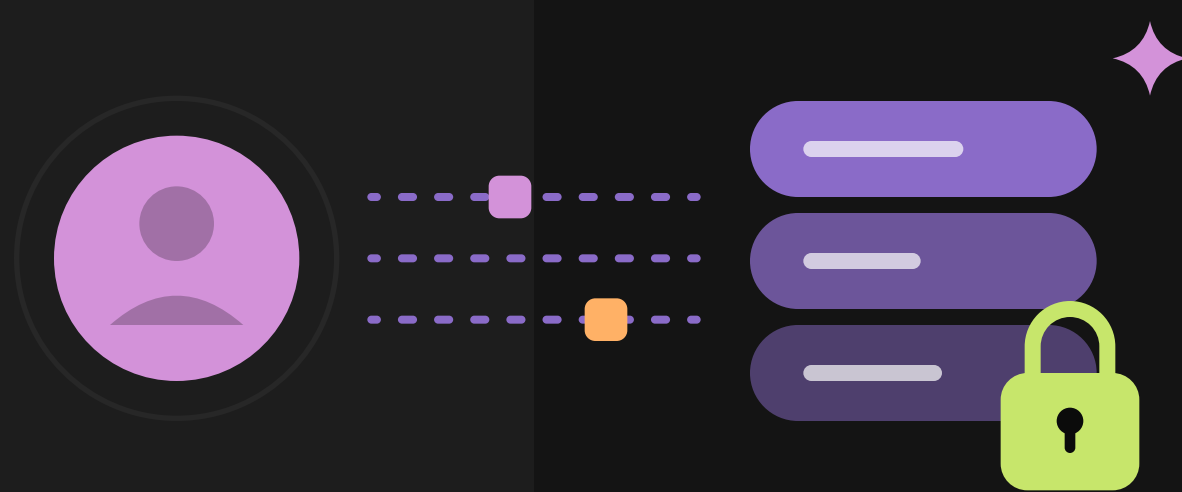
Keep improving it as AI moves.

# 12 HRS

of your team's time, start to finish. Plus five users you put us in front of.

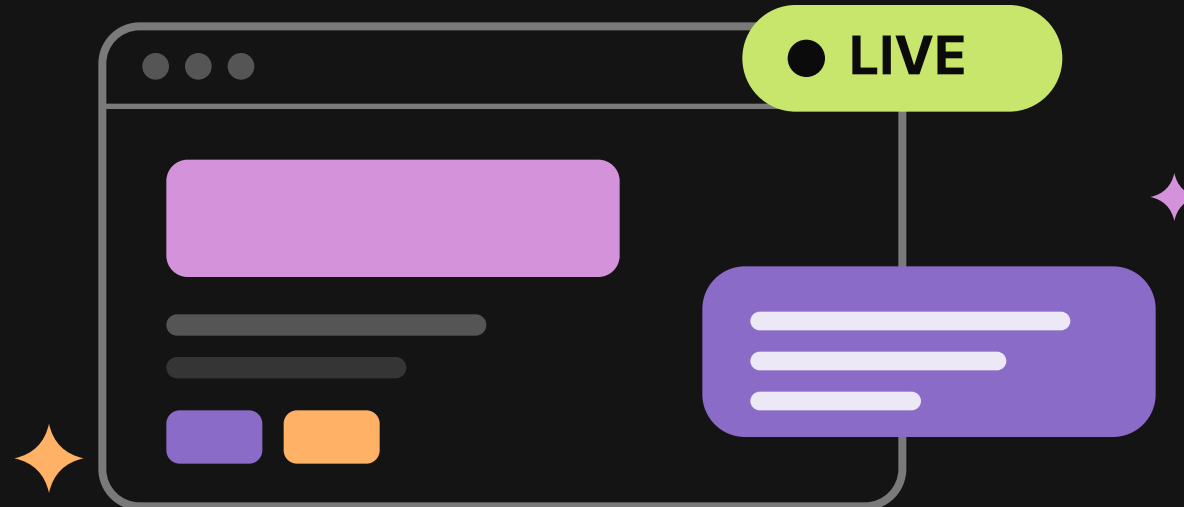
HOW WE WORK

# WHAT YOU CAN COUNT ON.



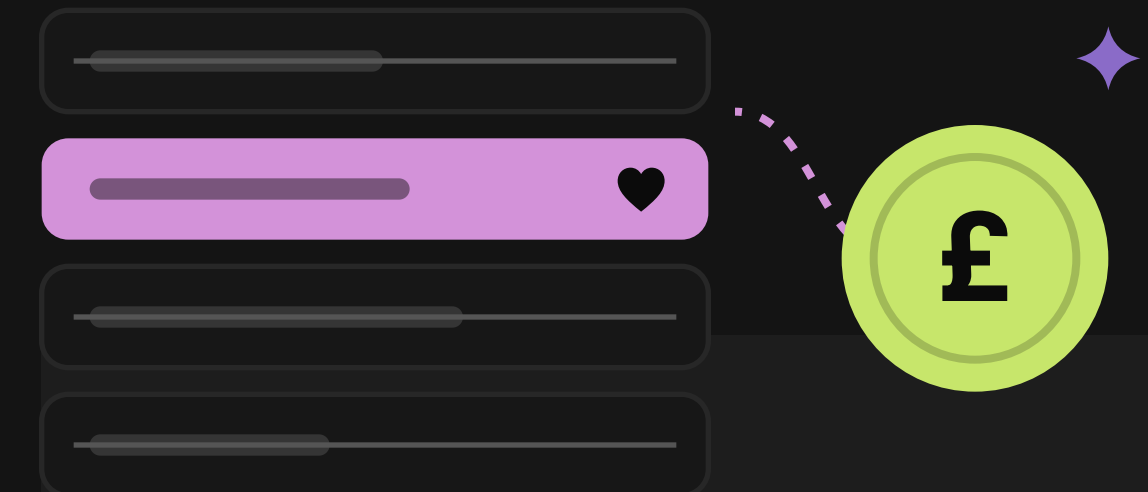
01

Your best people's know-how **stays**, even when they don't.



02

You see it **working** before you commit to the build.

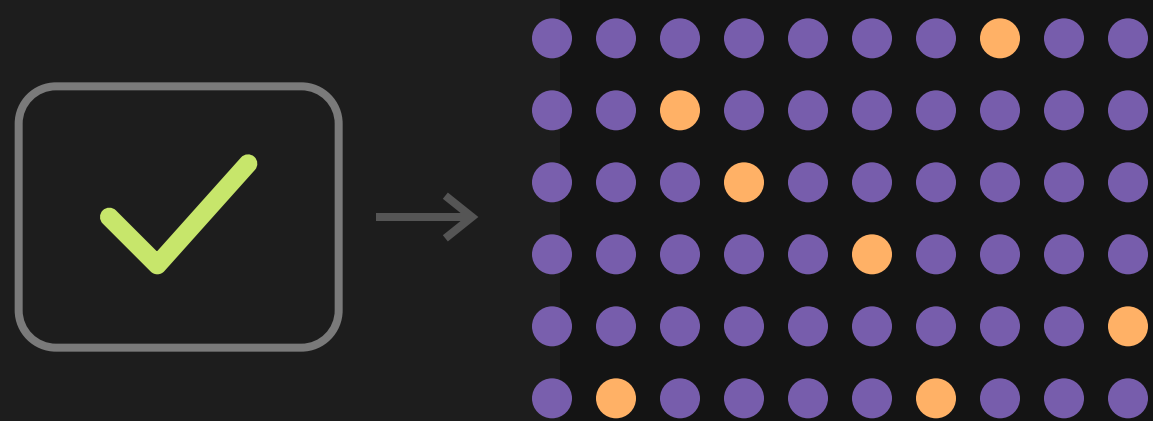


03

You only pay to build what **your customers love**.

THE MISTAKES

# THREE MISTAKES THAT SINK AI PROJECTS.



01

~~"It worked in the demo."~~

**A demo works once. Your customers need it to work 10,000 times.**

We test it on your real work before anything scales.

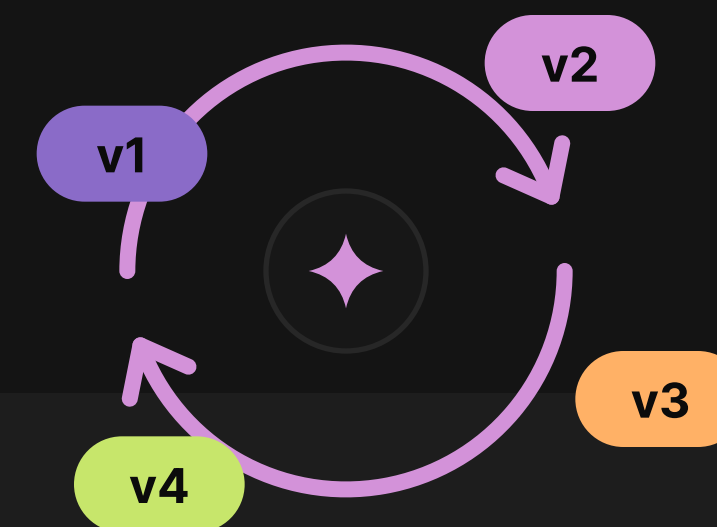


02

~~"Use the most powerful AI."~~

**The biggest model everywhere means a bill that never stops growing.**

We match every job to the right model, so you only pay for what earns it.



03

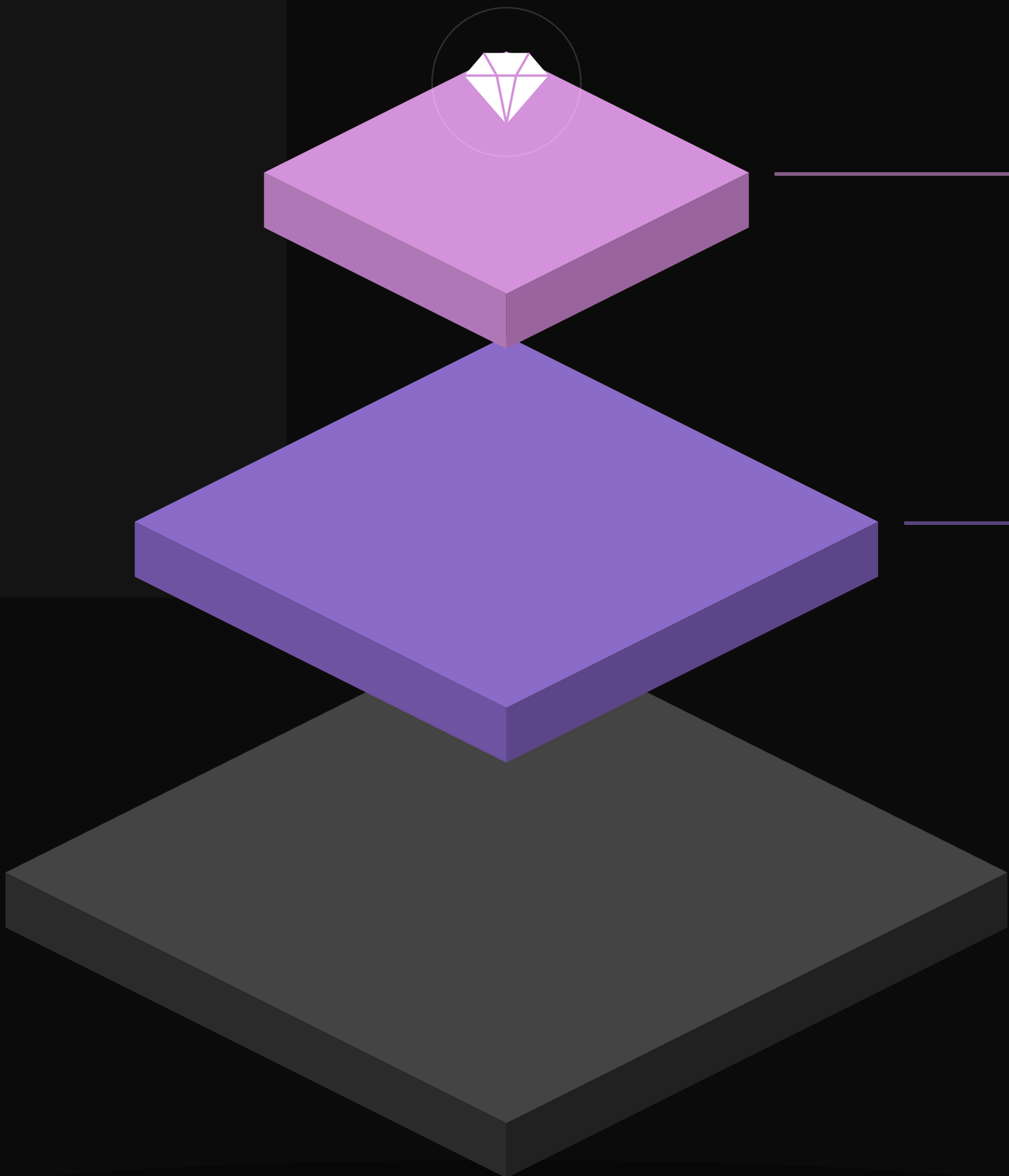
~~"Build it once and we're done."~~

**AI moves every week. So must your product.**

We keep improving it with you, sprint after sprint.

THREE PAYOFFS

# MOST BUSINESSES STOP AT THE FIRST.



03 · MOONSHOTS

## A new category.

Something that could not have existed before this technology.

02 · MONEY MAKERS

## Your customers feel the difference.

Personal at every step, at a level that was unaffordable before.

01 · COST SAVERS

## Better, faster, cheaper for you.

Necessary, but selfish. On its own, it won't hold.

MOST STOP HERE

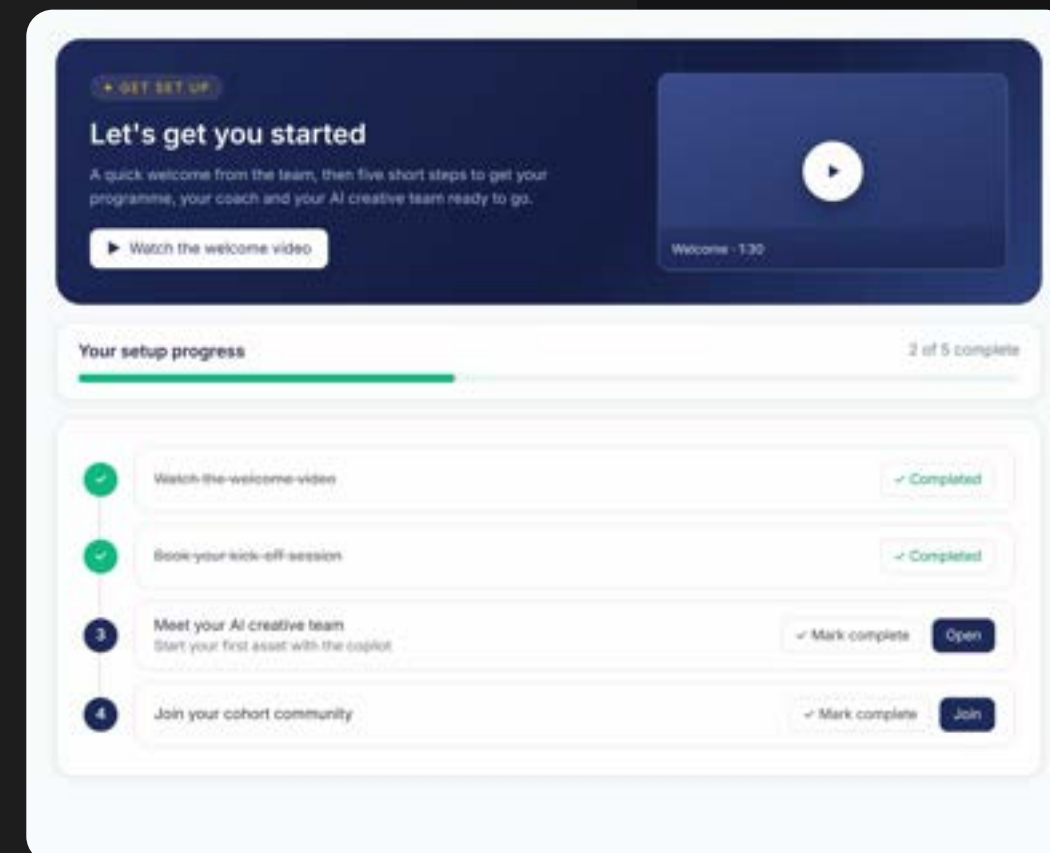
CASE STUDY · MONEY MAKER

Dent.

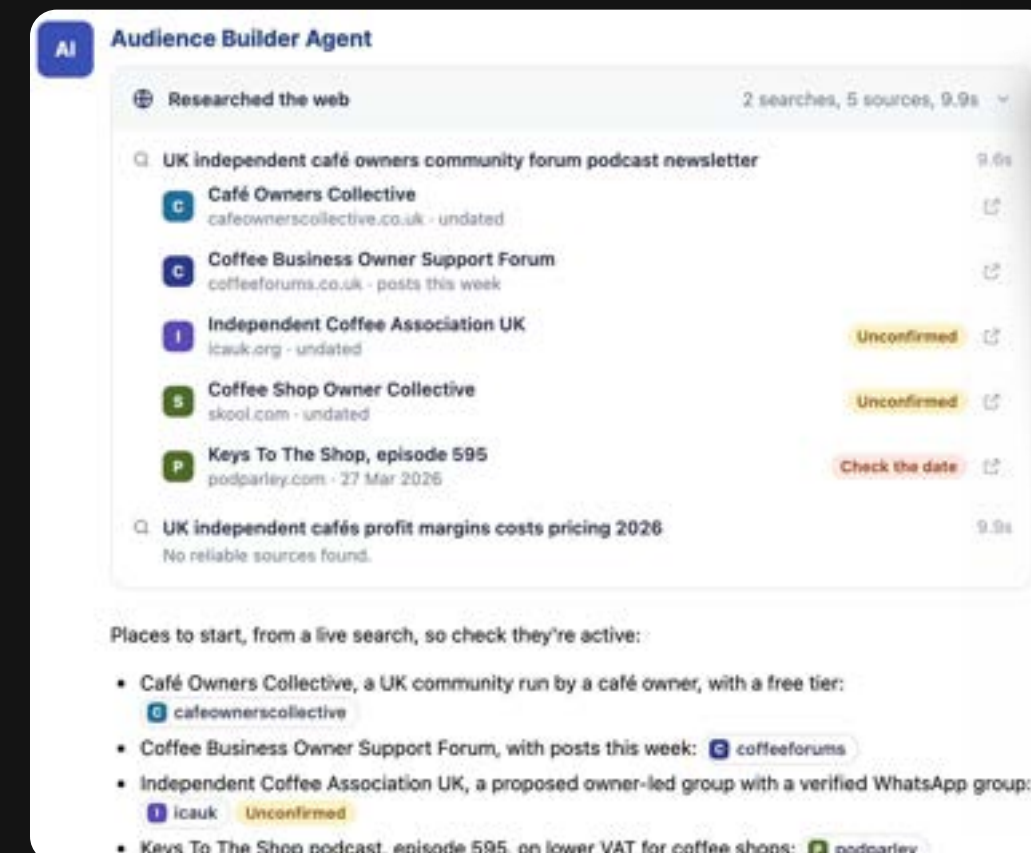
# THREE MORE MONTHS. £1.3M MORE REVENUE.

We relaunched Dent's platform for 890 customers, with 19 AI agents working as a creative team around every entrepreneur.

## THE ONBOARDING



## THE COPILOT



## WHAT THEY GET



**“We wanted to make our program more scalable, more intuitive, and frankly, more useful. With AI, we’re reimagining how entrepreneurs get results.”**

**Daniel Priestley**  
Co-Founder, Dent Global

**12 → 15** MONTHS

average customer retention, on the relaunched platform

**+£1,500**

lifetime value per customer, at £500 a month

**£1.3M**

added revenue across 890 customers

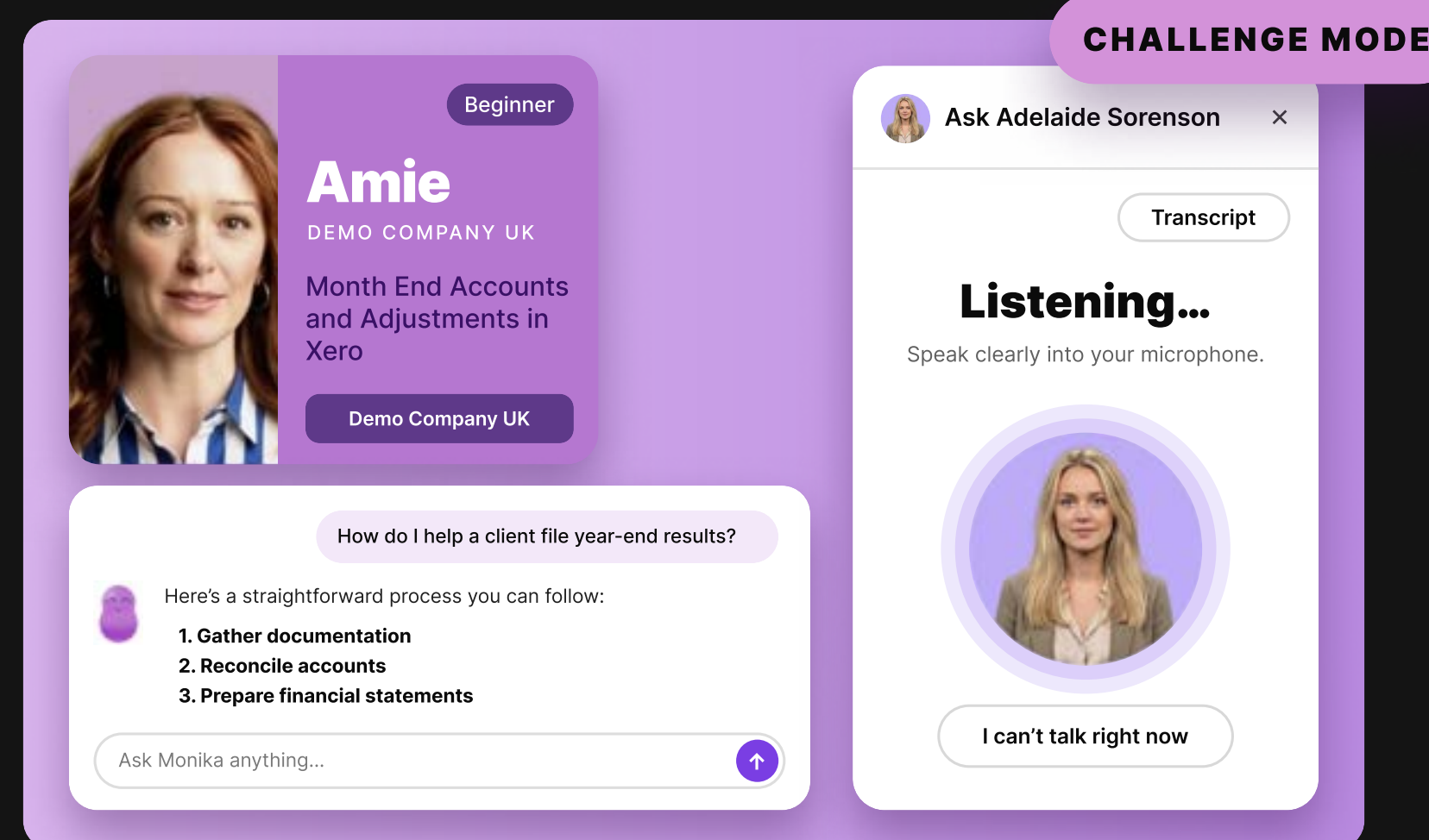
CASE STUDY · MOONSHOT

# BUILT IN 8 WEEKS. £100K ARR IN 30 DAYS.

HEY **Monika**

A bookkeeping training company became an AI simulation platform. Then it won a LUCA award.

WINNER



**“With AI, we finally found a way to bridge the gap between knowledge and real-world readiness.”**

**Zoe Whitman**

Co-Founder, Hey Monika

**8** WEEKS

to design, build and launch it

**200+**

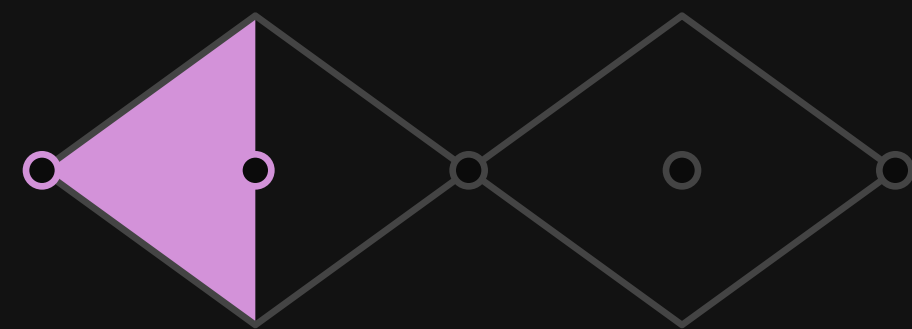
paying customers in 30 days

**£100K+**

ARR in the first 30 days

HOW LONG IT TAKES

# FOUR WEEKS. ONE STEP EACH WEEK.



WEEK 1

## DREAM IT.

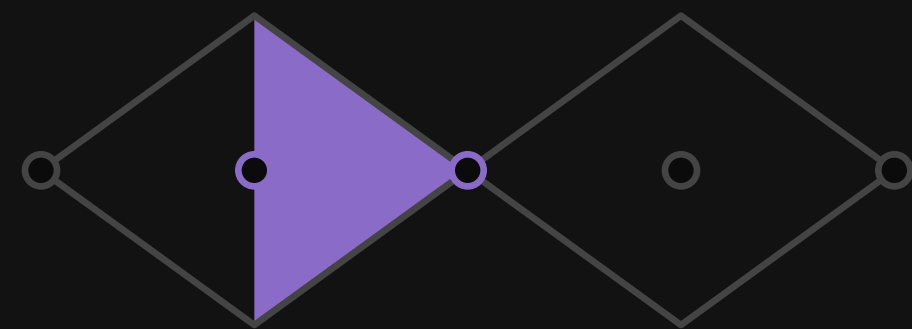
Burning-hair problems, a risk map, four wow moments and their benchmarks. Then proofs of concept, presented back.

YOUR TIME

**5 hr workshop · 2 hr review**

YOU GET

**Vision pack and four POCs**



WEEK 2

## BUILD IT.

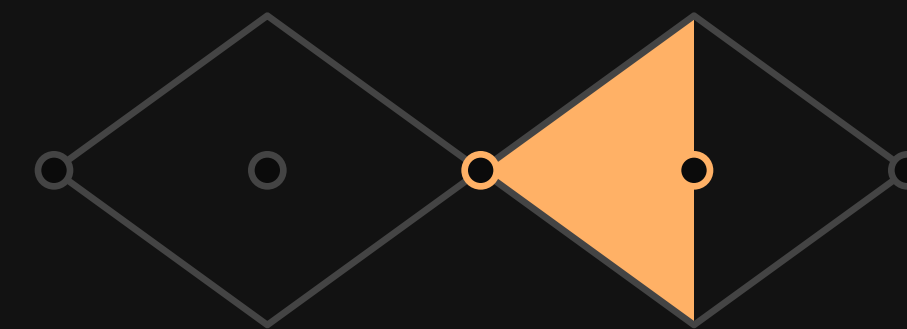
Working prototypes built to beat the benchmark, then put in front of five of your users.

YOUR TIME

**Introduce five users · 2.5 hrs**

YOU GET

**Working prototype**



WEEK 3

## TEST IT.

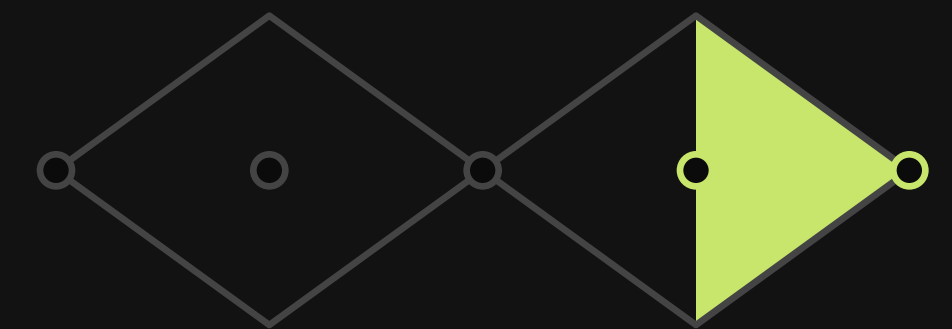
We build in what your users told us, re-test it and present the findings back.

YOUR TIME

**Findings presentation · 2 hrs**

YOU GET

**User research findings**



WEEK 4

## LAUNCH IT.

Security audit, technical documentation and everything made ready for launch.

YOUR TIME

**Launch sign-off · 3 hrs**

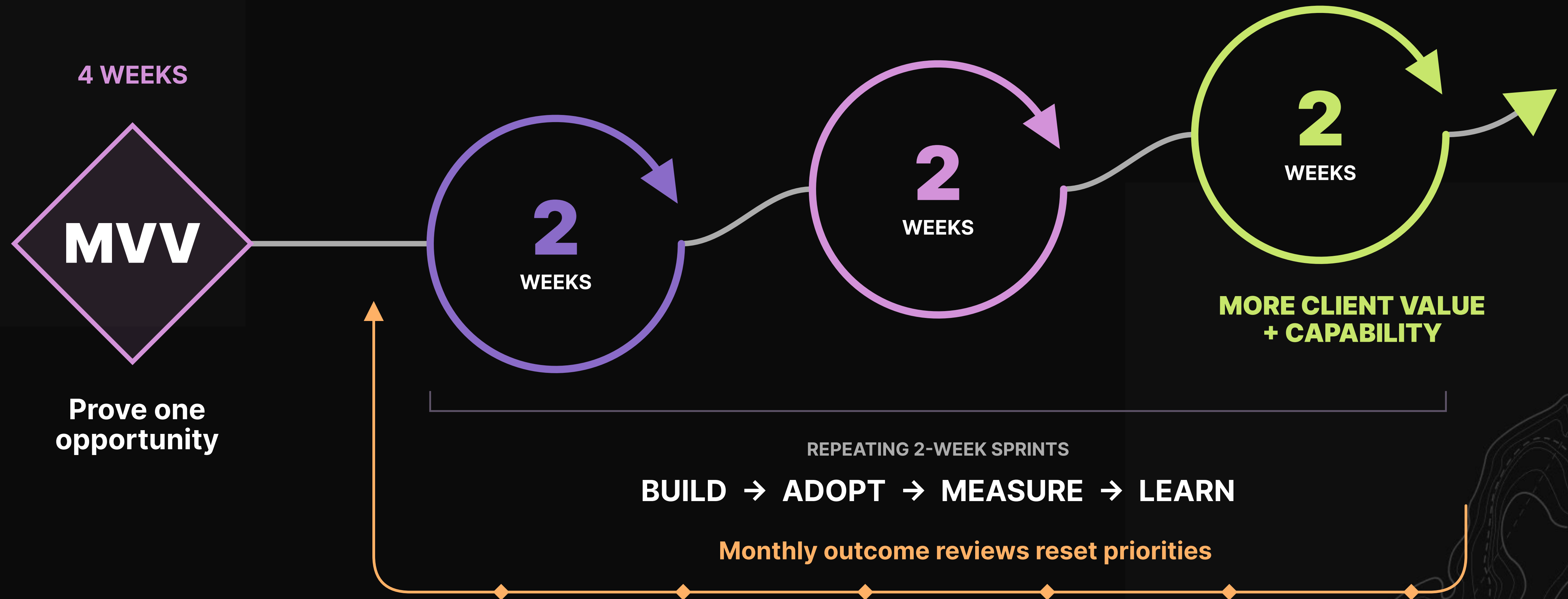
YOU GET

**Launch-ready MVV**

WORKING WITH US, LONG TERM

# PROVE IT. TRANSFORM IT. GO AGAIN.

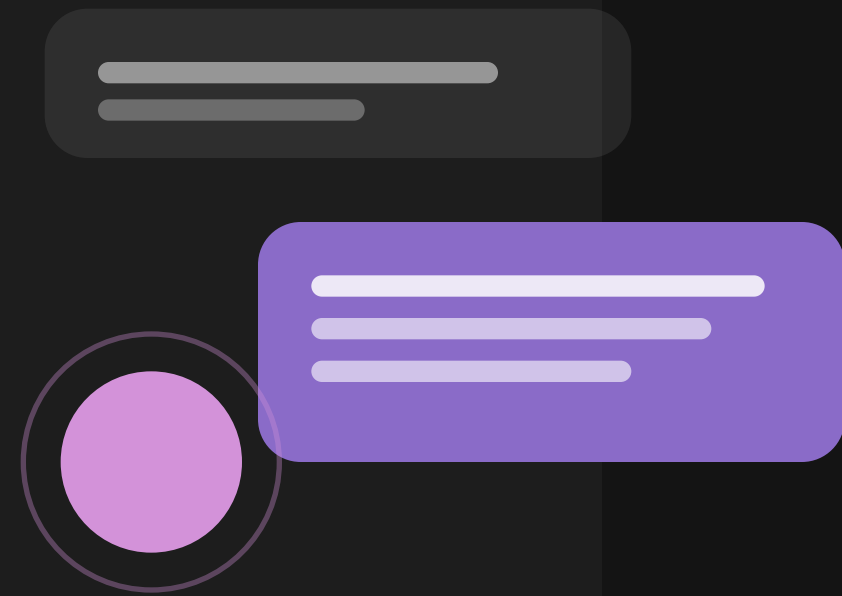
6-MONTH ROLLING ROADMAP



WHAT YOU WALK AWAY WITH

# FOUR THINGS YOU KEEP, WHATEVER YOU DECIDE.

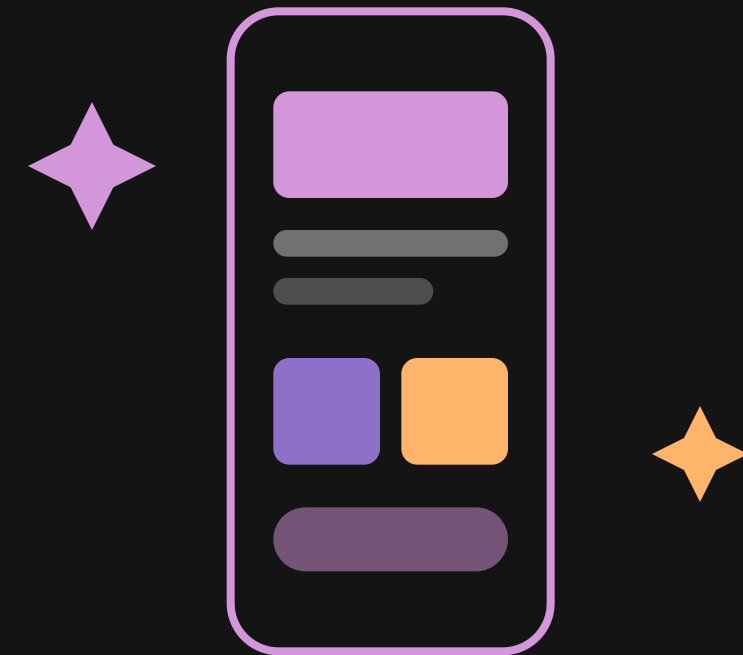
Your IP stays yours. What you bring stays yours, what we build is yours once paid, and your data never trains AI.



01

## Your vision

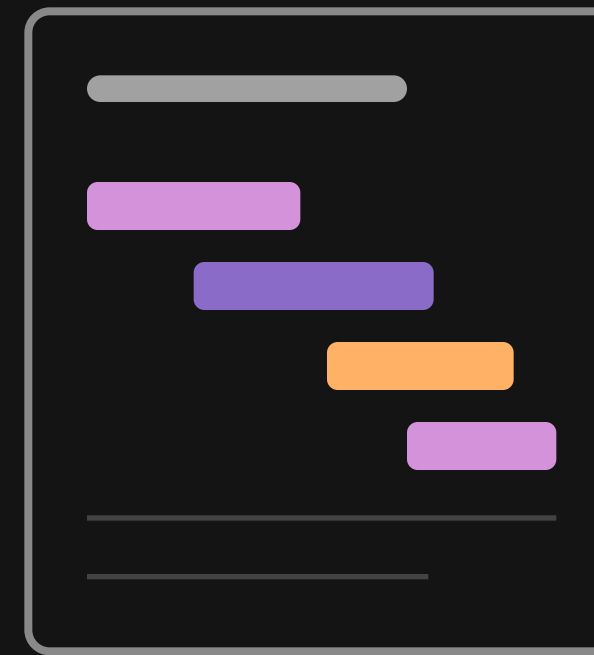
Your burning-hair problems, a risk map, four wow moments and the benchmarks they must beat.



02

## Four wow moments, designed

A proof of concept for each wow moment, presented back for your feedback.



03

## A tested prototype

Built to beat the benchmark, tried by five of your users and improved with what they said.



04

## Launch-ready

Security audit and technical documentation done, ready for launch.

THE VALUE STACK

# CREATE VALUE. CAPTURE SOME BACK.

WHAT IS INCLUDED

|                                                     |        |
|-----------------------------------------------------|--------|
| Vision workshop: burning-hair problems and risk map | £2,800 |
| Four wow moments and the benchmarks they must beat  | £2,100 |
| Four proofs of concept, designed and presented      | £4,200 |
| Working prototypes, built to beat the benchmark     | £5,600 |
| User research with five of your users               | £2,100 |
| Changes built in, re-tested and presented back      | £2,800 |
| Security audit                                      | £1,750 |
| Technical documentation, ready for launch           | £1,400 |

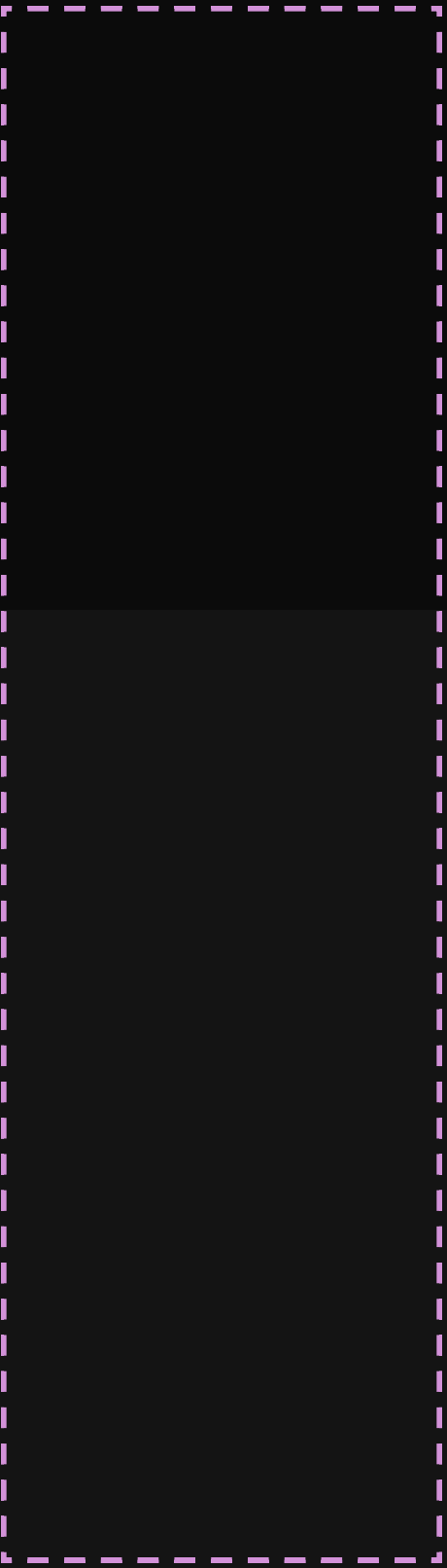
TOTAL VALUE

£24,000

YOUR INVESTMENT

From £10,000 + VAT

Valued at our standard rate of £350 a day per person.



VALUE CREATED

£24,000



YOU PAY

£10,000

INVESTMENT

# WHAT IT COSTS.

REMOTE MVV

## From £10,000

+ VAT, paid before your workshop

- Everything in the value stack
- Run remotely with our product team
- Scoped up from the floor, so you know your figure before you commit

IN-PERSON MVV

## From £18,000

+ VAT, travel and venue included

- Your vision workshop at your place, with Lee and our product team
- A hands-on AI introduction for your wider team
- Your team learns the loop alongside ours

PROOF

# DON'T TAKE OUR WORD FOR IT.

Three founders, in their own words.



## Hey Monika

AI simulation platform for bookkeepers

[Watch the video →](#)



## Kindness Code

A full SaaS platform that turned a care home into a statutory care training provider, with AI role-play children for carers to practise with.

[Watch the video →](#)



## Rawstone Consulting

A system that scans customers' financial transactions and builds their carbon footprint projections automatically.

[Watch the video →](#)



**SOMEONE IS ABOUT TO  
SET A NEW STANDARD  
IN YOUR INDUSTRY.**

**It could be you.**

LEE RUSSEL · FOUNDER AND CEO

Email [lee.russel@minimalviablelaunch.io](mailto:lee.russel@minimalviablelaunch.io) to book your workshop

[minimalviablelaunch.io](https://minimalviablelaunch.io)