

Minimum Viable Community Challenge: Prep Worksheet



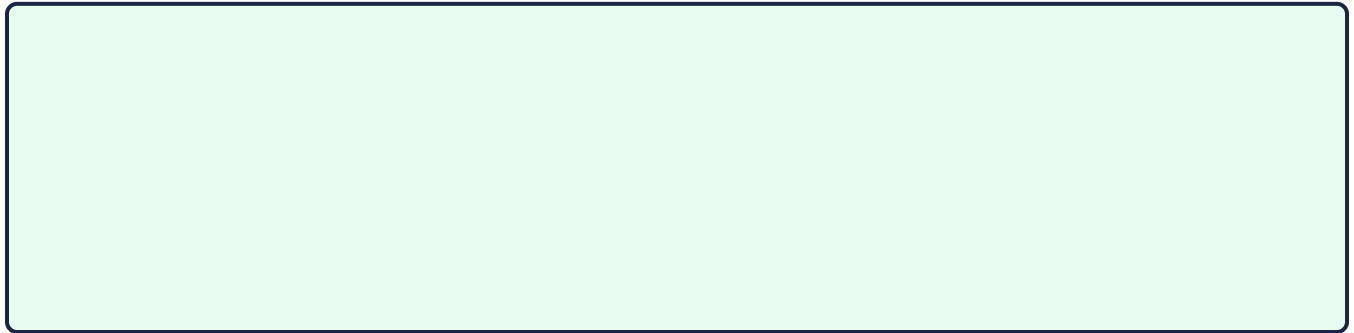
A Minimum Viable Community (MVC) is, in essence, the smallest group of people needed to come together for a shared purpose. This group is highly engaged and, through understanding their needs and needs of others like them, can eventually become a valuable, fully-fledged community.

This worksheet will help you get ready to build your MVC. Your answers to some of these may change as you bring people into your community — that's okay! This is all about learning and iterating, so adjust and adapt as needed.

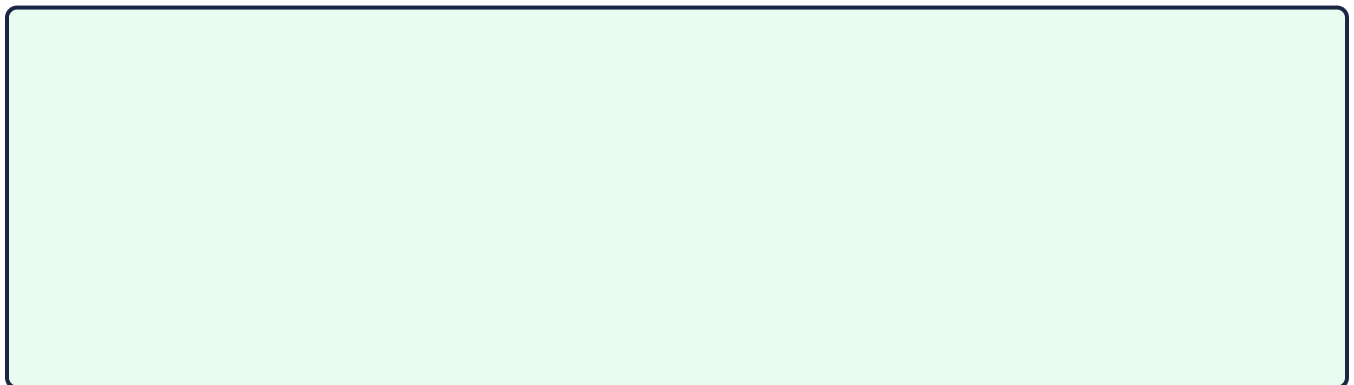
What is the purpose of your community?

Who are your target members?

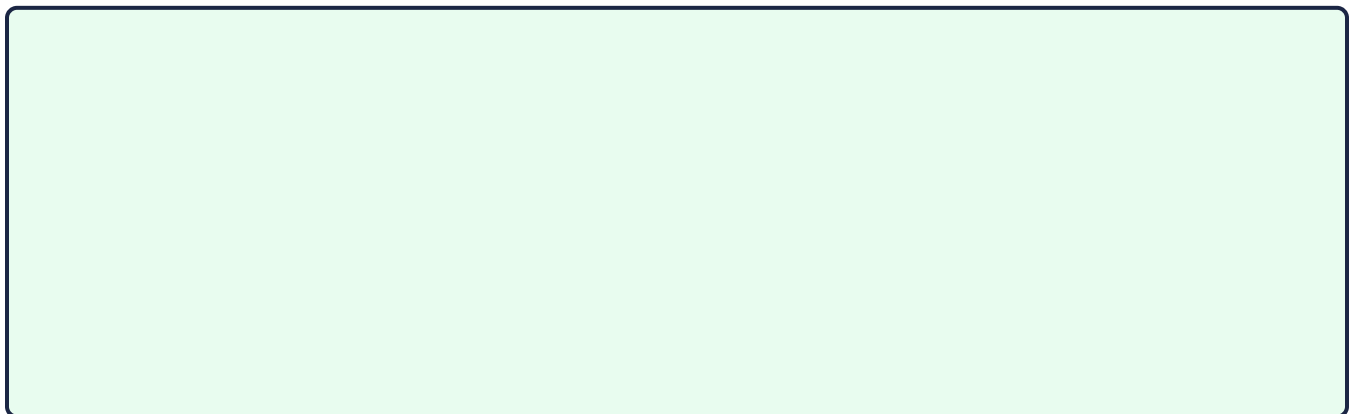
Who are your competitors? What are they doing that's working well? What are they doing that's going poorly?



Where are there opportunities for your community to fill a gap or need?



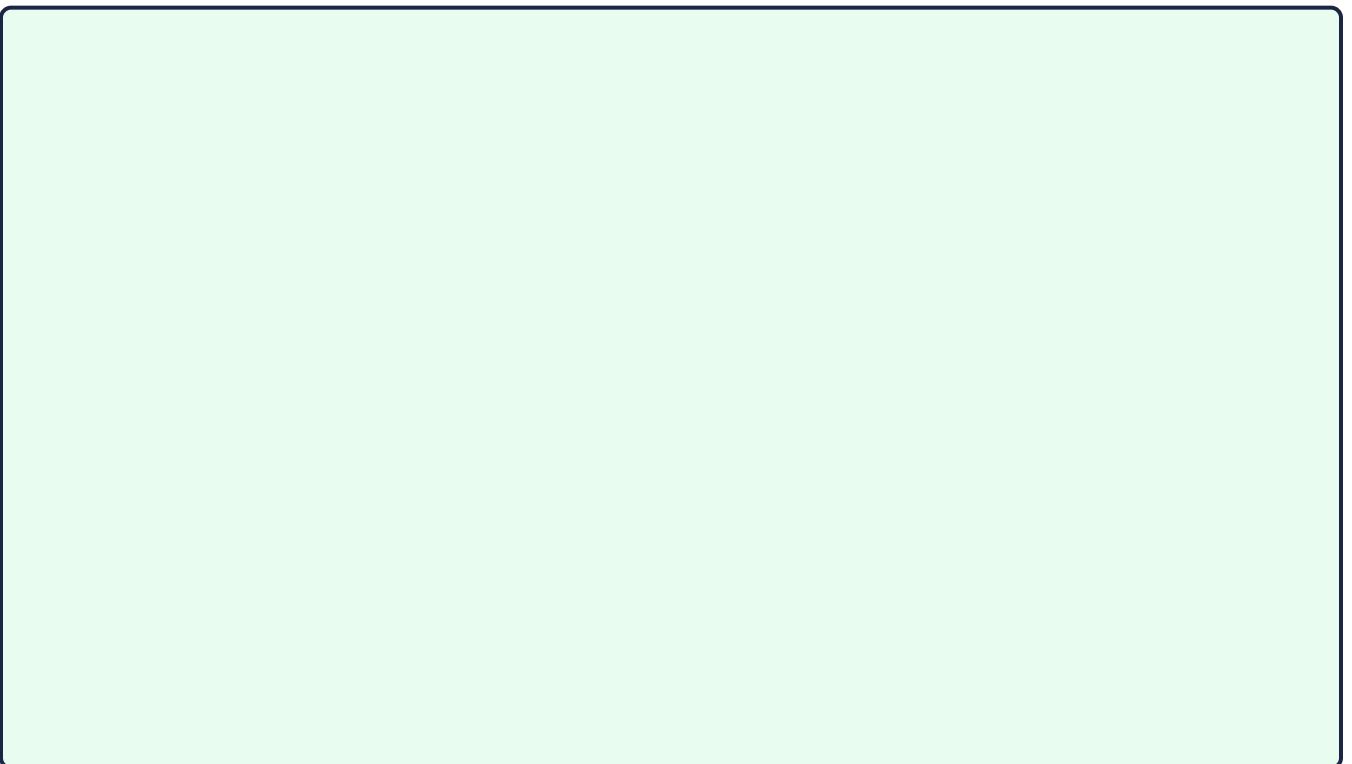
Why will people want to join your community?



Why will people want to stay in your community?



**Where are your ideal members currently located?
Are they gathering in one or a few places, or are
they widely distributed?**



Where will you connect with and bring these people together?



What will you do to keep people engaged? What lightweight programs can you launch with?

