

Reddit-Software MVP

Perfect — “**looking for software MVP**” is a *very specific buyer psychology*, and if you handle it right, it’s one of the **highest-converting segments** for an AI/software agency.

Below is a **deep dive** into:

- what’s going on in their head
- why most agencies lose them
- how *you* should run the process end-to-end
- exact messages, questions, micro-commitments, and AI leverage

Think of this as a **playbook just for MVP buyers**.

? 1. The Psychology of an “MVP Seeker”

This person is **not** buying software.

They are buying **relief from uncertainty**.

What they are secretly afraid of

- “What if I spend money and this is the wrong thing?”
- “What if devs build what I say, but not what I need?”
- “How do I know this will actually work?”
- “I don’t even know what questions to ask”

What they say

“I need an MVP built”
“Looking for a dev/agency”
“Budget is tight”
“Just need something simple”

What they *mean*

“Help me not make a stupid decision.”

This is why **selling development fails**
and **selling clarity wins**.

? Why Most Agencies Fail With MVP Leads

They:

- Ask for specs
- Ask for wireframes
- Ask for tech stack
- Send portfolios
- Quote prices too early

This triggers fear:

“If I don’t know these answers, I’m not ready”

You must do the opposite.

? Your Core Positioning (Repeat This Internally)

“We don’t build MVPs.
We help founders figure out what’s worth building — then build the smallest version that can validate it.”

This sentence alone disqualifies 70% of bad fits and **attracts the right ones**.

? 2. MVP-Specific Sales Pipeline (High Resolution)

Funnel

Signal → Context DM → Problem Reframe → Alignment Call → AI Summary → MVP Diagnostic → Build

STEP 1: Outreach to MVP Seekers (Critical)

What you must show immediately

- You understand uncertainty
- You are not rushing to code
- You've seen this before

DM Script (Founder / MVP)

Hey {{Name}} – saw your post about building an MVP for {{idea/context}}.

We are an <MVP> agency with testimonials but before pithing

Quick check:

are you clearer on

1) what problem needs to be validated first

or

2) how the MVP should actually look technically?

Most MVP issues start before code, so just want to understand.

☐ **Micro-commitment #1:** reply + choose 1/2

STEP 2: Reframe the MVP (This Is Where You Win)

Once they reply, **do not pitch**.

You reframe their mental model.

If they say “tech / MVP build”

Got it.

One thing I’ll flag early:
most MVPs fail not because of bad code,
but because they validate the wrong assumption.

Before thinking about features,
what assumption are you trying to test with this MVP?

Most people have **never been asked this**.

▣ **Micro-commitment #2:** thinking at a higher level

STEP 3: Extract the Real MVP Goal

You are looking for one of these:

- Demand validation
- Workflow proof
- Internal efficiency
- Investor demo
- Revenue test

Key Question (must be asked slowly)

If this MVP “works”, what changes for you?
Users sign up? Someone pays? Investors say yes?

Now you’re not a dev — you’re a guide.

STEP 4: Alignment Call (15–20 min)

Opening (must be said verbatim)

“This isn’t a sales call.
MVPs are risky, and my job is to see if building one even makes sense.”

This instantly increases trust.

MVP-Specific Questions (Junior-Safe)

1. Trigger

“Why now? What happens if you *don’t* build this MVP?”

2. Audience

“Who exactly is this for, and how do they experience the problem today?”

3. Risk

“What’s the biggest unknown right now?”

4. Constraints

“Any deadlines tied to funding, pilots, or partners?”

5. Experience

“Have you built anything like this before?”

☐ **Micro-commitment #3:** time + vulnerability

STEP 5: AI Summary (Massive Trust Builder)

After the call, send a **clean, confident summary**.

“This is where AI should shine.

What the summary should include

- Their idea (in *better words*)
- The real risk
- What not to build
- What *might* be the MVP

This makes them think:

“These people understand my idea better than I do.”

☐ **Micro-commitment #4:** confirm / correct

STEP 6: MVP Diagnostic (Your Bridge Product)

☐ This is **mandatory** for MVP seekers.

Jumping straight to \$3k+ is too risky psychologically.

Name it something like:

- “MVP Risk Reduction Sprint”
- “MVP Clarity & Scope Sprint”
- “Founder MVP Diagnostic”

Price

- \$49-\$99 (early)
- \$199-\$500 (ideal)

Deliverables (non-negotiable)

- Core assumption being tested
- What NOT to build
- MVP scope (v1, v1.1, v2)
- Rough effort & cost bands
- Go / No-go recommendation

Positioning:

This isn't about building.
It's about deciding whether building makes sense.

☐ **Micro-commitment #5:** money + trust

STEP 7: Transition to \$3k+ Build

Now the psychology changes.

They are no longer asking:

“Should I trust them?”

They are asking:

“Do I continue with them?”

Transition Line

Based on the diagnostic,
there's a very clear MVP we can build.

We can either:

- build a risky version fast
- or build the validated version we outlined

We only do the second one.

Now \$3k feels **logical**, not scary.

? How You Frame MVP Pricing (Very Important)

Never say:

“MVP costs \$3k”

Say:

“This is the smallest version that can test the core assumption without overbuilding.”

Price becomes **risk insurance**, not cost.

? Where AI Is Felt (Specifically for MVP Leads)

They will notice:

- How cleanly their idea is summarized
- How fast insights come back
- How little repetition there is
- How structured the thinking is

They will tell others:

“These guys really helped me think through the MVP.”

? MVP Red Flags (Teach Juniors This)

Disqualify if:

- “Just build what I say”
- No user defined
- No timeline or trigger
- Extreme price sensitivity
- Refuses diagnostic

Say:

“I don’t think an MVP is the right next step yet.”

This paradoxically increases respect.

? Final Mental Model for Your Team

MVP buyers are not buyers.

They are decision-makers under uncertainty.

Your job:

- Slow them down
- Reduce risk
- Make the next step obvious

If you want next, I can:

- Design the **exact MVP Diagnostic template**

- Write **junior scripts only for MVP leads**
- Create a **Notion-based MVP sales flow**
- Help you productize MVP work (fixed scope offers)

Just tell me what you want to build next.

Revision #2

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