



# Launch 10x Faster Learn Smarter Succeed Sooner

*with the UNC strategy*

*A resource for:*

- ✓ Anyone eager to monetize their talents.
- ✓ Freelancers & small businesses looking to launch new products / services.
- ✓ Startups looking to escape analysis paralysis and validate ideas faster.
- ✓ Innovators & intrapreneurs needing a fast, lean way to pilot new concepts.

*written by UNC*

## ✳️ Introduction

Are you stuck in endless planning loops, unsure how to take the first step in launching your idea? Or maybe you've got a great product or service in mind but feel overwhelmed by the complexity of getting it out there.

**Here's the truth:** success doesn't come from perfect plans. It comes from solving real problems, building strong customer relationships, gaining invaluable insights, and moving forward with confidence.

That's where the UNC strategy comes in.

With the UNC strategy, you can 10x the rate at which you:

- ✓ Identify and solve your customer's most urgent need.
- ✓ Launch the first version of your Minimum Viable Product (MVP)
- ✓ Gain actionable insights to refine and grow based on real-world feedback.

In other words, the UNC strategy can help you launch an MVP utilizing as low as 10% of your resources.

Instead of months of planning with no progress, you're out there with a product or service that can be experienced, criticized, and improved upon based on insights gathered.

## ID About the author

UNC is a strategist, product designer and software engineer who has over a decade's experience designing, building and managing products/brands.

All I'm trying to say is, you are in good hands. 🙏

## \*Requirements to Use the UNC strategy

### 1. You're great at something

Yes, anything. You might not have decades of experience, but you need a skill, talent, or unique perspective that adds value. Not sure if you're great at something? Here's how to recognize it:

- ◆ People compliment you often on a specific skill or activity.
- ◆ You find joy in certain tasks—and you complete them faster or better than others.
- ◆ There are patterns in what others appreciate about you—listen to the feedback you've already received!

### 2. You're ready to commit to a business / side project / non-profit

This isn't just about ideas; it's about action. To benefit from the UNC strategy, you must be ready to:

- ◆ Engage with others who need your skills, products, or services.
- ◆ Propose value and exchange it for a form of payment.
- ◆ Stay passionate about the transformation you offer and the rewards you'll earn.

A business thrives on the value it creates and the impact it has. Are you ready to put your skills to work?

### 3. You have the UNC mindset

The key to unlocking the strategy is the UNC mindset. It's about embracing possibilities, learning new ideas, and challenging limiting beliefs. Here's what it means:

#### Turn challenges into opportunities

If something seems impossible, it's often because you lack the resources. Find them.

#### Be open to learning

There are ideas you've never considered—and they may not look like what you expect. Stay curious.

#### Unlearn what limits you

Life may have taught you beliefs about business or impact that no longer serve you. Let them go.

The UNC mindset invites you to embrace change, expand your perspective, and face difficulties with confidence.

# UNC — UNDERSTAND, NAVIGATE, CONNECT

The UNC strategy is designed to simplify your journey to launching and growing a successful business. It's built on three pillars: **Understand**, **Navigate**, and **Connect**. Let's explore each in detail:

## UNDERSTAND MVP

The UNC strategy is built on the concept of an MVP (Minimum Viable Product) which encourages learning and building with scalability in mind. The first step to using the UNC strategy is to first understand the engine that powers it.

In product design, an MVP is the simplest version of a product or service, created to:

- Solve a core need for early customers.
- Deliver real value quickly.
- Gather insights for future improvement.


The MVP approach prioritizes action over perfection, enabling you to deliver meaningful transformation now, instead of waiting to build every feature.


But what does this mean for businesses outside tech? Let's break it down so it applies to any business, whether you're offering a product, a service, or a hybrid of both.

## MVP in layman's terms

### 1. A Version of Your Product or Service (Prototype)


An MVP isn't the end—it's just the beginning. Think of it as your initial offering, **version 1.0**, designed with room to grow. Future versions (v2, v3, etc.) will have enhanced features, but **v1 exists to get you started**.


 **Task:** Create the *big picture* for your product or service, but don't build the entire picture just yet. Instead, let customer feedback guide your direction.

 **Key Takeaway:** Start lean. Build only what you need to launch, knowing future versions will depend on customer feedback.

## 2. Just Enough Features to Meet Core Needs

Your MVP only needs the solutions that address your customers' most critical problem. Forget the bells and whistles for now. Focus on their *core need*—the primary transformation they're seeking from you.


 **Task:** Identify what's essential and strip away the rest. You'll add more later, but for now, deliver **just enough** to satisfy early customers (a.k.a. your early adopters).


 **Key Takeaway:** Keep it simple. Focus on solving the *one problem* your customers need solved right now.

## 3. Deliver Value While Gathering Insights

When your MVP meets a customer's core need, you've delivered value. If they're satisfied, they'll naturally want more—which helps you identify areas for improvement.

The MVP process isn't just about selling; it's also about **learning**. Collect feedback from your customers to understand what works, what doesn't, and what could be better. This feedback is crucial to improving future versions of your product or service.

 **Task:** Create simple ways for customers to share feedback. Process the feedback in order to find similarities, hidden gems and insights. Be eager to learn while you serve.

 **Key Takeaway:** Value delivery and customer insights go hand in hand. Set up feedback channels from the start.

## 4. Make Future Improvements

The MVP process doesn't stop after launch. The insights you gather should directly inform your next steps to:

- ◆ Add new features.
- ◆ Refine your offering.
- ◆ Address unmet or unexpected customer needs.

With each iteration, your product or service becomes more valuable to your customers.

🔧 **Task:** Improve on your product based on insights gathered from feedback channels. It can be as little as changing one line of text, or as big as redesigning your packaging. Focus on the impact the upgrade will make and not the size of the upgrade.

🔑 **Key Takeaway:** Improvement depends on learning. The feedback you act upon today shapes the success of your product or service tomorrow.

The MVP approach is a powerful tool to help you start small, deliver value, and learn fast:

1. **Version:** Start with a simple version of your product or service.
2. **Core Features:** Include only what's necessary to meet customer needs.
3. **Value + Insights:** Serve customers while learning from their feedback.
4. **Future Improvements:** Use what you learn to build better versions.

By applying the MVP concept to your business, you can grow smarter and faster—turning each version of your offering one step closer to the best it can be .

Now that we understand the concepts of an MVP, it's time to create your first offering.

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## NAVIGATE

Launching a product or service often feels overwhelming because of all the moving parts. From developing your offering to marketing and logistics, there's a lot to manage.

But now that you understand the MVP you have a solid foundation and a superior mentality that will help you NAVIGATE through this task.

Navigating your product / service launch includes:

- Mapping out your road to market
- Creating your first MVP offering

### Road to market

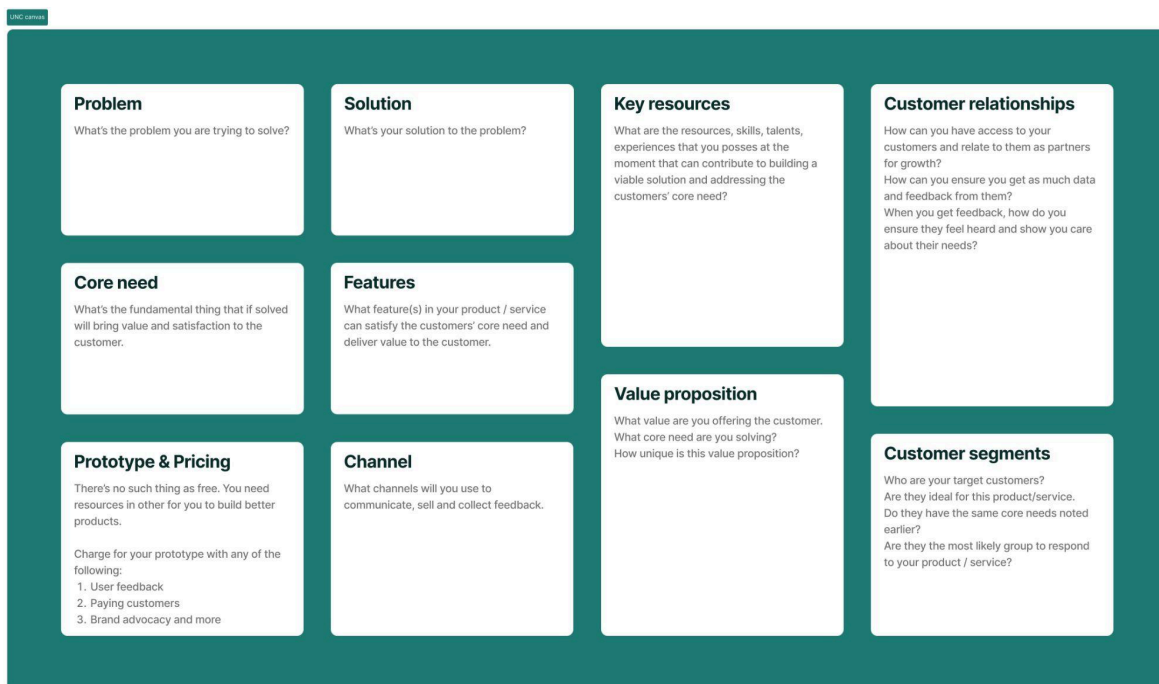
Before you create your first offering, thinking about how to land the first 10, 100, 1000 customers can help you put things in perspective.

Remember that the aim of an MVP is to reduce development time and effort by only including the minimum features required to solve a customer's core need.

So, you don't need a robust business plan. What you need is to focus on what truly matters, which are the tactics and activities that will help you reach your target audience, get a form of payment, and improve on your product.

The UNC Canvas is a tool that provides a bird's-eye view of all you'll need to get started. Filling in all the required details can help you put your thoughts together better and see the possibilities of your strategy.

## UNC Canvas




- ◆ Problem: What's the problem you are trying to solve?
- ◆ Solution: What's your solution to the problem?
- ◆ Core Need: What's the fundamental thing that if solved will bring value and satisfaction to the customer.
- ◆ Features: What feature(s) in your product / service can satisfy the customers' core need and deliver value to the customer.
- ◆ Key resources: What are the resources, skills, talents, experiences that you possess at the moment that can contribute to building a viable solution and address the customers' core need?
- ◆ Value Proposition: What value are you offering the customer. What core need are you solving? How unique is this value proposition?
- ◆ Prototype & Price: There's no such thing as free. You need resources in order for you to build better products. Charge for your prototype with any of the following:
  - User feedback
  - Paying customers
  - Brand advocacy and more
- ◆ Channel: What channels will you use to communicate, sell and collect feedback.



- ◆ **Customer Segments:** Who are your target customers? Are they ideal for this product/service? Do they have the same core needs noted earlier? Are they the most likely group to respond to your product / service?
- ◆ **Customer Relationships:** How can you have access to your customers and relate to them as partners for growth? How can you ensure you get as much data and feedback from them? When you get feedback, how do you ensure they feel heard and show you care about their needs?

The UNC canvas helps you:

- **Identify priorities:** What needs immediate attention, and what can wait?
- **Chart your course:** Map out the steps from idea to market.
- **Stay focused:** Avoid distractions and keep your energy on high-impact actions.

 **Key Insight:** Navigating complexity with clarity allows you to move faster and with greater confidence.

## Creating your offering

The UNC canvas, if filled properly, brings clarity to your project and helps you create a great first offering.

To make a lasting impact, ensure it has these essential qualities:

### 1. Solves a Core Problem

Focus on addressing one key issue for a well-defined audience.

- Don't try to solve *everything* at once. Zero in on the primary challenge your audience faces.
- Make it clear how your offering provides a solution they've been searching for.

**?** Key Question: *What single, pressing problem does this solve?*

### 2. Delivers Value

Your offering should create meaningful, tangible results that help customers with the transformation they desire.

- Whether it saves time, simplifies a process, or brings joy, make sure it delivers real benefits.
- Value isn't just in what it does—it's in the transformation it offers.

**?** Key Question: *What progress will my customers make because of this?*

### 3. Simplicity

Keep it straightforward and easy to use. Avoid overwhelming your audience with unnecessary features or complexities.

- Simplicity helps customers see the value faster and encourages them to act.
- A clear, intuitive experience leaves a stronger impression.

**?** Key Question: *Is this easy for customers to understand and use?*

#### 4. Testable

Your first offering should be built to gather feedback and evolve.

- Design it in a way that allows you to validate assumptions and learn what works (and what doesn't).
- Iteration is key—start with the essentials and refine based on real-world insights.

**?** Key Question: *How will I collect and use feedback to improve this?*

#### 5. Scalable

While your initial offering is intentionally small, it should have the potential to grow into something bigger.

- Think about how this version could expand into broader markets or deeper solutions over time.
- Scalability ensures you're building with a long-term vision in mind.

**?** Key Question: *Can this idea grow into something larger as demand increases?*

#### 6. Appeals to Early Adopters

Your first audience matters. Early adopters are the people most likely to see value in your offering *before* the broader market catches on.

- Create something that resonates deeply with this specific group.
- Their enthusiasm and feedback will guide you toward broader success.

**?** Key Question: *Who are my early adopters, and why will this resonate with them?*

## 7. Clear Value Proposition

Customers should immediately understand what your offering is, who it's for, and how it helps them.

- A concise, compelling value proposition makes it easier to communicate your offering's purpose.
- Clarity builds trust and confidence in your product or service.

**?** Key Question: *Can I explain the purpose and benefits of this product / service in one sentence?*


Your first offering is an opportunity to connect with, deliver value to and learn from your customer. By focusing on these seven qualities, you'll build something that not only meets immediate needs but also sets the foundation for sustainable growth.

## CONNECT

Your product or service doesn't exist in isolation, it thrives through connecting with the people who actually use it. The most critical part of your business is the relationships you build with your customers.

Connection is about:

- **Engaging with your audience:** Reach out to your early adopters and build trust.
- **Listening to feedback:** Create channels where customers can share their experiences, needs, and suggestions.
- **Iterating based on insights:** Use what you learn to improve your product or service.

 **Key Insight:** Building meaningful relationships with customers is the ultimate growth strategy. When you connect deeply, you gain the insights needed to refine and expand your offering.

The UNC strategy—**Understand, Navigate, Connect**—is designed to help you simplify the process of getting started with your product / service:

- **Understand:** Focus on learning enough to begin and grow smarter.
- **Navigate:** Use tools like the UNC Canvas to manage complexity and stay on course.
- **Connect:** Build lasting relationships with customers and use feedback to improve.



Are you ready to apply the UNC strategy to your business?

🎉 Congrats on getting this far.



## I'd love to hear from you

Let me know if you found any value in this e-book.  
Were you able to launch in 3 days instead of 30days? Or are you stuck somewhere?  
Where are you at with your product / service?

✉ Email me at [mvpunc@gmail.com](mailto:mvpunc@gmail.com) and I'll be happy to help

*With the UNC strategy, you can quickly engage your target audience and start getting feedback that brings about better and more valuable offerings that solve user core needs.*

- *Imagine how refined and valuable your offering will be in 30 days if you invest the first 3 days to UNDERSTAND, NAVIGATE & CONNECT.*
- *Imagine how many people in need of your services don't have to wait and suffer for longer.*
- *Imagine how happy you'd be when you look back after 3 months and see how much progress and impact your decision today has brought you.*

START TODAY AND PAY ME WITH YOUR FEEDBACK

Contact: [mvpunc@gmail.com](mailto:mvpunc@gmail.com)

*Godspeed!*