New European Bauhaus Academy

MVP Checklist for Built-Environment Startups

If you'd like 1-1 mentorship on your MVP process, reach out to
hello@socialtechlab.org *to book a 30-minute meeting with the subject line*
"NEB Academy MVP Mentorship Request"

Circular
Bio-based
Europe
Joint Undertaking

Bio-based Industries
Consortium

Co-funded by
the European Union

1 IDEATE
Identify the Problem & Opportunity

- Identify a clear challenge, waste stream, or gap
- Speak directly with stakeholders experiencing the problem
- Map the root causes, not just the surface symptoms.
- Frame the opportunity in terms of NEB values: sustainability, aesthetics, and inclusion.

2 DEFINE
Market & Stakeholders

- Identify who influences adoption.
- Understand their needs, motivations, and decision-making processes.
- Map barriers to adoption.
- Validate that the problem is significant enough to solve.

3 SCOPE THE MVP
Core + Team & Resources

- Define the single core function or feature your MVP must prove.
- Strip away "nice-to-haves" — focus only on what tests your key assumptions.
- Identify critical skills needed (materials/ engineering, design, business/partnerships).
- Secure essential resources (workshop, lab, materials, pilot sites).
- Explore early funding options (grants, competitions, partnerships).
- Assemble a small, committed team with complementary strengths.

4 DESIGN & BUILD
Be Creative

- Build a prototype (sample, mock-up, demo unit) to make the idea tangible (remember, it doesn't have to be perfect, it just needs to prove the concept.)
- Focus on feasibility: durability, safety, cost, aesthetics, etc.
- Document the process, materials used, and outcomes.

5 TEST & VALIDATE
Trial/Error

- Put your MVP in front of real stakeholders, not just friends and family.
- Gather structured feedback (what works, what doesn't, what to change).
- Pilot in a controlled environment (small project, showroom, temporary installation).
- Record evidence (data, photos, testimonials) to build credibility.

6 LAUNCH
Go-to-Market / Pilot

- Deploy MVP in a real-world setting (early sales, real-world pilot project, demo installation).
- Measure performance in actual use conditions.
- Validate willingness to pay and adoption.
- Collect case studies, stories, and feedback to strengthen your market case.

7 ITERATE & SCALE
with NEB Integration

- Analyze results from pilots and feedback — identify improvements.
- Refine design, process, or business model.
- Develop a scaling plan (production, distribution, partnerships).
- Ensure growth remains guided by NEB values:
  - Sustainability: responsible sourcing, lifecycle design, emissions impact.
  - Aesthetics: create designs that inspire and drive adoption.
  - Inclusion: ensure accessibility, affordability, and social benefit.