Award Received for Best Conceptual Paper

Regina Thompson, assistant director, strategic and economic initiatives for the Division of Research, recently earned Best Conceptual Research Paper for her presentation at the annual conference for the United States Association for Small Business and Entrepreneurship (USASBE) in Alabama.

Thompson co-authored the paper, titled Deconstructing the MVP: Fundamental Elements, with Kevin Cox, Ph.D., director of the Adams Center for Entrepreneurship, and Jason Lortie, Ph.D., Sean Derossit Scott Kelly, all of Florida Gulf Coast University.

The paper, presented under the competitive research category, discusses the need for a clear definition of a minimum viable product (MVP). Current literature in the field of entrepreneurship has many definitions of MVP, and lacks practical guidance and clarity on the exact requirements and individual elements that make up an MVP while still properly achieving validation or invalidation. This research intends to clearly identify those elements to benefit researchers, entrepreneurship educators and entrepreneurs themselves.

“This is a huge win for Florida Atlantic and entrepreneurship, showcasing our ability to understand entrepreneurial needs and delivering this message on a national platform, Thompson said.