

# Force choices to find what actually matters.

## Background

*Inspired by MoSCoW and weighted scoring frameworks*

The Trade-Off exercise forces you to make the choices you've been avoiding. You start with a feature set, and in each round you must eliminate something. What survives every round of sacrifice is your core.

## How to Run This

- 1 List your features or components. Be specific – "good UX" is not a feature.
- 2 In Round 1, cut half. Write your reasoning.
- 3 In Round 2, cut half again.
- 4 In Round 3, cut until you're at your Minimum Viable Offer.
- 5 Review what was cut: this is your v2 road map.

## Facilitator Tips

### Common mistake

Cutting things that were never real priorities anyway. If nobody objects, you're not forcing real choices.

### What good looks like

Survivors that someone on the team initially resisted cutting but couldn't justify keeping.

### When to move on

When you have a Minimum Viable Offer you could describe in one sentence and ship in under 4 weeks.

## About Wade Institute

Wade Institute of Entrepreneurship is Australia's leading centre for entrepreneurial education, based at the University of Melbourne. The Studio is Wade's free, AI-powered innovation workshop platform – making 24 structured frameworks available to anyone, each one facilitated by Pete, an AI coach trained in Wade's methodology.

## Try this interactively in The Studio

Pete will force you through each round of cuts – asking the hard questions about why you're keeping what you're keeping. You'll leave with an MVO and a session report.

[studio.wadeinstitute.org.au](https://studio.wadeinstitute.org.au) →

## 1 FULL FEATURE INVENTORY

List everything you could include.

## 2 CUT HALF

Remove 50%. What is truly essential?

## 3 CUT HALF AGAIN

Remove another 50%. Be ruthless.

## 4 MVO – MINIMUM VIABLE OFFER

The irreducible core. What absolutely must ship?



## 5 ROAD MAP

What was cut? When might it come back in v2, v3?

## 6 CORE VALUE INSIGHT

What did cutting reveal about what really matters?