

# Minimum Viable Program Canvas (MVP-C)

MF-03 Multifamily | Program Spine • Freeze Gate • Thresholds

## Project Info

Project: \_\_\_\_\_

Date: \_\_\_\_\_

Version: \_\_\_\_\_

Owner / Sponsor: \_\_\_\_\_

Architect PM: \_\_\_\_\_

Estimator: \_\_\_\_\_

## A) Core Program

1) Target resident + comp set: \_\_\_\_\_

Win condition vs comps: \_\_\_\_\_

2) Unit mix + target sizes: \_\_\_\_\_

Typical size ranges: \_\_\_\_\_

3) Rent positioning + premiums: \_\_\_\_\_

Premium drivers (max 3): \_\_\_\_\_

4) Yield / efficiency guardrail: \_\_\_\_\_

"We will not trade \_\_\_\_ for \_\_\_\_ without re-check."  
\_\_\_\_\_

5) Parking assumption: \_\_\_\_\_

Ratio / type / constraints: \_\_\_\_\_

## B) Delivery Constraints

6) Amenities: musts vs later \_\_\_\_\_

Must-have lease-up drivers: \_\_\_\_\_

Later / optional: \_\_\_\_\_

7) Ground floor + ops reality: \_\_\_\_\_

Leasing / trash / loading / security: \_\_\_\_\_

8) Building type assumption: \_\_\_\_\_

Typology + why: \_\_\_\_\_

9) MEP / utilities constraints: \_\_\_\_\_

Power / gas / water / venting / long-leads: \_\_\_\_\_

10) Entitlement risk notes: \_\_\_\_\_

Height / setbacks / review / key red flags: \_\_\_\_\_

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## C) Program Freeze Gate

Freeze point: \_\_\_\_\_ Owner: \_\_\_\_\_ Version: \_\_\_\_\_

After the freeze point, MVP fields can only change via an explicit decision using the thresholds below.

Purpose: stop “feedback” from silently changing the program spine.

## D) Freeze Gate Thresholds (set your bands)

Trigger	Threshold / condition	Required action
Parking type change	Surface / tuck-under → podium / structured	Reset decision required
Unit count change	Beyond ± ____ units or ± ____%	Reset decision required
Mix shift	Changes revenue model	Reset decision required
Building typology change	Wrap ↔ stacked flats ↔ podium	Reset decision required
Amenity scope increase	Beyond ____ SF or without premium rationale	Trade rule or reset

## E) How to Use It

- 1) Fill the 10 MVP fields before SD options multiply.
- 2) Set the freeze point and agree the thresholds.
- 3) If a threshold is hit, pause and decide — don't let the program drift by default.
- 4) Use this with MF-01 PFDTM and MF-02 DoD Charter for alignment.

## F) Sign-off

Owner: \_\_\_\_\_

Architect: \_\_\_\_\_

Estimator: \_\_\_\_\_