

MVP Cost & Timeline Estimator

A practical Google Sheet tool built for startup teams to cut through the guesswork. Input your feature set, get an instant read on budget requirements and delivery timelines — so you can make smarter decisions before writing a single line of code.

FREE TOOL

GOOGLE SHEETS

FOR STARTUP TEAMS

Why Most MVP Estimates Go Wrong

Founders consistently underestimate scope, skip buffer time, and forget hidden costs like QA, DevOps, and third-party integrations. The result? Projects run 2–3× over budget and miss launch windows that matter.

Scope Creep

Features get added mid-build with no cost recalibration. Every addition silently extends your runway burn.

Missing Hidden Costs

QA, staging environments, third-party APIs, and compliance reviews rarely appear in early estimates.

No Scenario Planning

Most teams build one estimate. A good estimator models best-case, realistic, and worst-case outcomes side by side.

What the Estimator Covers

The sheet is structured around the key cost and time drivers in any early-stage product build. Each section maps directly to a real decision you'll need to make before kickoff.



Feature Input Log

Enter each feature, assign a complexity tier (low / medium / high), and the sheet calculates dev hours automatically.



Budget Breakdown

Separates engineering, design, QA, infrastructure, and contingency costs into clear line items.



Timeline Builder

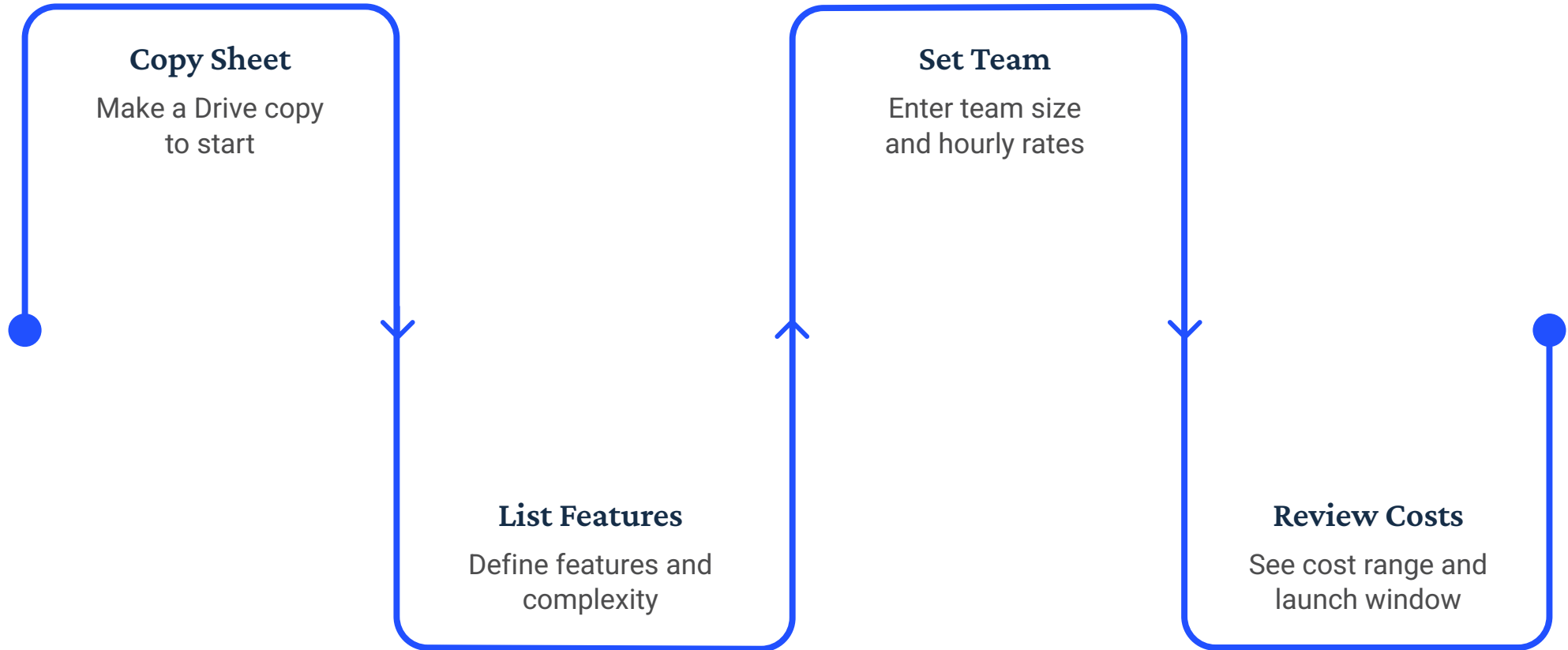
Maps feature hours to sprint cycles, accounts for team size, and surfaces your earliest realistic launch date.



Scenario Modeller

Toggle between lean, standard, and full-featured builds to see how each configuration affects cost and time.

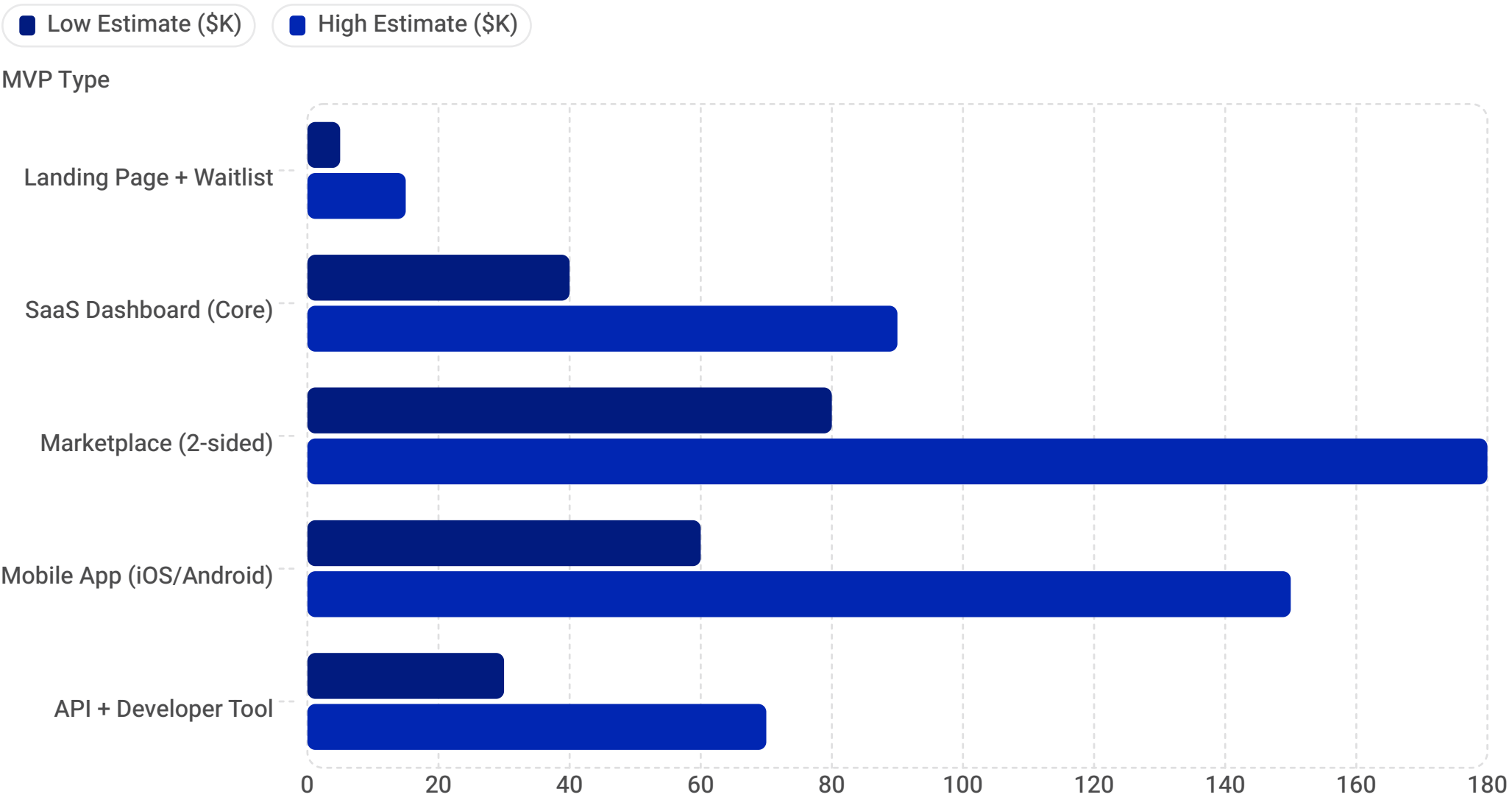
How to Use It in 4 Steps



The entire setup takes under 30 minutes. Most teams run their first estimate during a founding team session and revisit it after each discovery call with engineers or designers.

Typical Estimates by Build Type

Below are representative outputs from the estimator across common MVP archetypes. Use these as sanity checks against your own inputs.



❏ **Remember:** These are illustrative ranges. Your actual estimate will depend on team location, tech stack, and feature depth. The sheet lets you tune every variable.

Get Started Today

The MVP Cost & Timeline Estimator is free to copy and immediately usable. No sign-up required — just open, duplicate to your Google Drive, and start building your estimate.

☐ Free to Use

Copy to your Google Drive instantly. No account, no paywall.

☐ Fully Editable

Customise every rate, complexity weight, and category to match your team.

☐ Share-Ready

Send to co-founders, investors, or engineering leads for aligned planning.

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