



Business Idea Validation Worksheet

 A step-by-step guide to test and refine your business idea before investing time and money.


Step 1: Identify the Problem

- What specific problem does your idea solve?
- Why is this problem important to your target audience?
- How are people currently solving this problem? (List 2-3 alternatives)

 **Write your problem statement:** "[Target audience] struggles with [problem] because [reason]. Our solution helps by [solution]."

Step 2: Define Your Ideal Customer

- Who is your primary customer? (Age, profession, interests, pain points)
- What motivates them to find a solution?
- Where do they currently go for solutions? (Competitors, DIY solutions, etc.)

 **Create a quick customer persona:** "[Customer type] is [age/job/lifestyle] and struggles with [pain point]. They want [desired outcome]."

Step 3: Conduct Customer Discovery


- Have you spoken to at least 5-10 potential customers?
- What insights have you gathered from these conversations?
- What are the common objections or hesitations?

 **Write 3-5 key insights from your conversations:**

1. _____
2. _____
3. _____


Step 4: Test the Market with a Small Bet

- ✓ What is the simplest way to test demand? (Landing page, waitlist, pre-orders, prototype)
- ✓ What key metric will determine if there is interest? (Sign-ups, purchases, survey results)
- ✓ What is your timeline for testing?

 **Define your small bet test:** *"We will test demand by [experiment] and measure success by [key metric]."*

Step 5: Validate Willingness to Pay


- ✓ Are people willing to commit financially before the full launch?
- ✓ If not, what objections are they raising? (Price, timing, lack of urgency)
- ✓ What is a minimal viable offer (MVO) you can test?

 **Define your offer and pricing test:** *"For [target audience], we are offering [solution] at [price] for early adopters."*

Final Validation Scorecard

Give yourself a **score from 1-5** on each area (1 = needs work, 5 = strong validation):

- ✓ Clearly Defined Problem []
- ✓ Target Audience Clarity []
- ✓ Customer Conversations Completed []
- ✓ Market Test Conducted []
- ✓ Willingness to Pay Confirmed []

 **If your total score is under 15**, your idea may need **more validation before investing heavily.**

 **Next Steps:**

- If you scored **15+**, consider moving forward with your idea!
- If under **15**, refine your problem, target audience, or validation tests.

 **Need help refining your idea? Let's talk!**