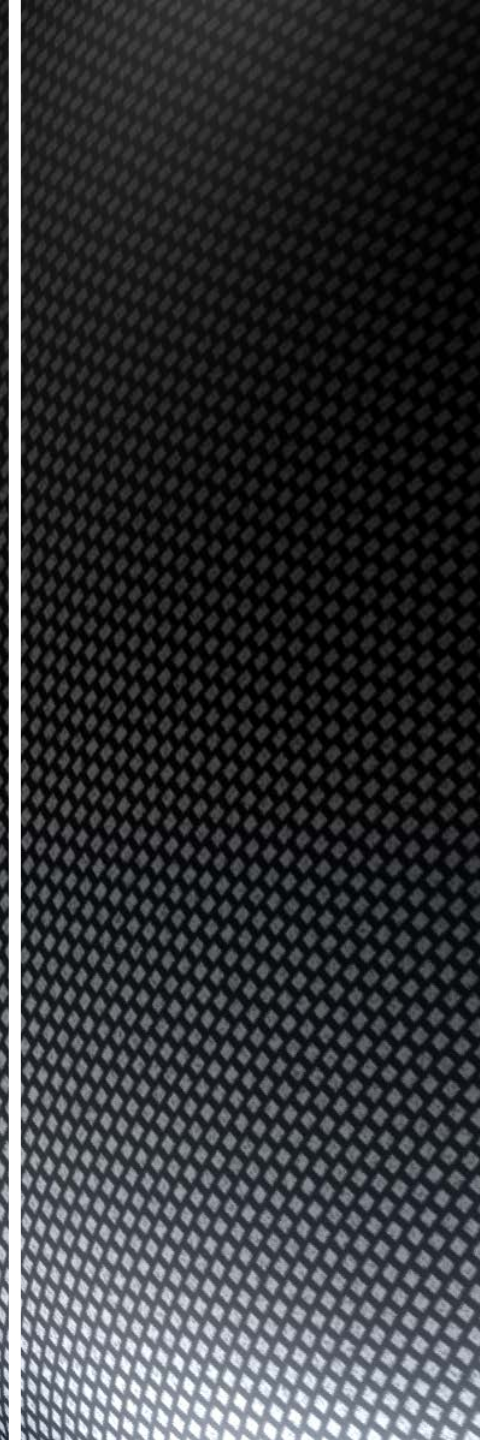
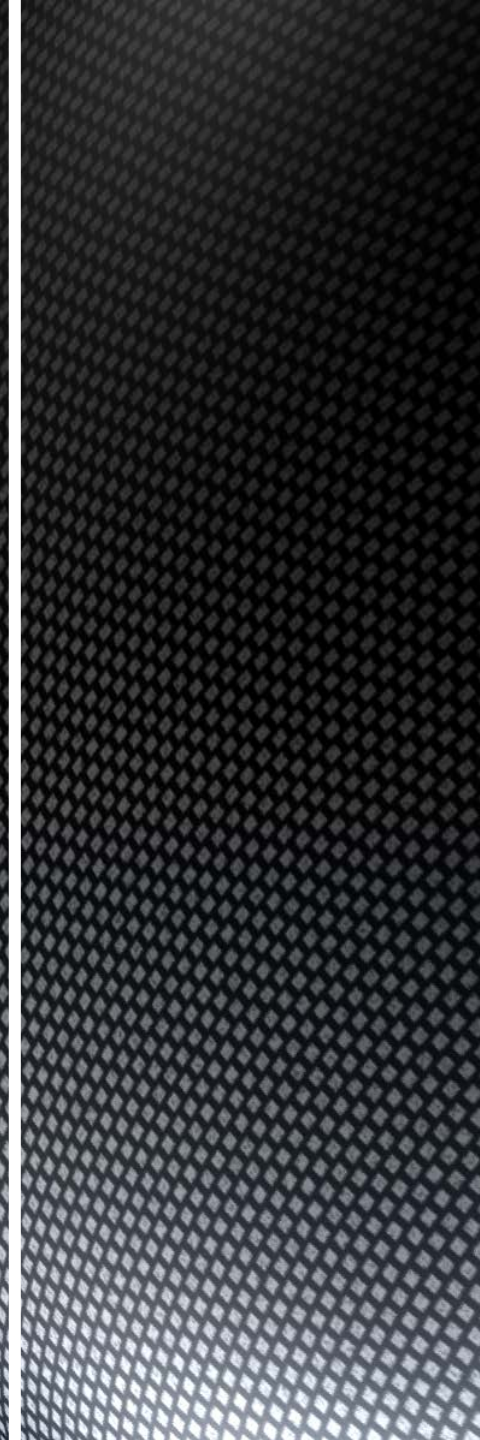


IDEA VALIDATION



HOW TO DECIDE THE WORTHINESS OF STARTUP IDEAS



Roadmap for Building Your Startup

Step 1 : Define your idea/startup in a way that makes people understand your business and find it interesting

Step 2: Customer Segmentation and Pain point analysis

Step 3: Identify and name customers to validate the pain points

Step 4: Identify Competitors who provide the solution to the customer problem

Step 5: Define the solution hypothesis

Step 6 : Conduct Customer Interview

Step 7 : Define Your Idea

Customer Segmentation and Pain point Analysis

- A successful product solves the customer problem in a better way.
- Segmentation allows you to develop a deeper understanding of your customers and discover the way to provide them the product to attract them to buy and use your product.
- Fill in the pain point that the customer segment has based on your own gut feeling or the research finding going through the experiences.

Identify and Name Customers to Validate the Pain Points

- Now validate these pain points with chosen customer segments to understand whether they really have pain points as you described or is it something else.
- The best way to understand others feeling is to stand in their shoes

Identify Competitors

- Identify Competitors who provide the solution to the customer problem.
- To have an edge over the current competition is to offer irresistible value to your customer than the existing competitors.
- Identify the features, benefits, pricing and other aspects of your competition.
- Identify the areas of improvements or lack of features which make it difficult for the customer to solve their problem easily.

Define the Solution Hypothesis

- Start identifying the solutions that will provide the maximum value.
- Ease of use and connect the customer with your product at the highest level of satisfaction.
- Identify the features, benefits, pricing and other aspects of your competition.
- Identify the areas of improvements of lack of features which make it difficult for the customer to solve their problem easily.

Conduct Customer Interview

- Spot your customer's pain point and their view on solutions that would appropriately address their pain points.
- know the customer pain points, match them with your hypothesis, discover any new problem and find out how customer address their pain point.

Define Your Idea

- Look into your idea, the customer pain points, competitions, and your learning during the customer interview.
- It's the right time to decide you still have a highly valuable idea for which you would like to invest your time, reputation, money to realize your dream? Do you need to go further or you need to find another business idea?

Thank You

