

# Startup Idea Validation Framework



STRATEGYPUNK

## 6 Criteria to Use to Validate Your Startup Idea

Criteria	Questions / What to ask yourself	Answers / Analysis / Validation
The Customer: Know Your Audience	<ul style="list-style-type: none"><li>• Know and understand who your target customer or audience is</li><li>• <b>What needs, challenges and frustrations do they have?</b></li></ul>	<ul style="list-style-type: none"><li>• ...</li><li>• ...</li></ul>
The problem(s)	<ul style="list-style-type: none"><li>• <i>Don't start with the solution, start with the problem (s)</i></li><li>• <b>What problem is your customer facing?</b></li></ul>	<ul style="list-style-type: none"><li>• ...</li><li>• ...</li></ul>
Current solutions: Market and Competitor analysis	<ul style="list-style-type: none"><li>• <b>What solutions are currently available for the customer and their problem?</b></li><li>• <i>Finding out about the current solutions for your customers' problems will help you decide where your business can fit in the market.</i></li></ul>	<ul style="list-style-type: none"><li>• ...</li><li>• ...</li></ul>

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Criteria	Questions / What to ask yourself	Answers / Analysis / Validation
Your Solution (or Product)	<ul style="list-style-type: none"><li><i>A common mistake entrepreneurs make is spending too much time on the solution without having a problem figured out (go back to step 2 in case)</i></li><li><b>What product or service will you provide that will solve your customers' problems?</b></li></ul>	<ul style="list-style-type: none"><li>• ...</li><li>• ...</li></ul>
Right Timing: Why now?	<ul style="list-style-type: none"><li><i>Timing is very important when it comes to creating a successful business.</i></li><li><b>Why is now the right time to launch your product or service?</b></li></ul>	<ul style="list-style-type: none"><li>• ...</li><li>• ...</li></ul>
The Team: Why you? Why us?	<ul style="list-style-type: none"><li><i>Nobody is perfect, but a team can be</i></li><li><b>Why do you and your team members have the skills and experience to make this business a success?</b></li></ul>	<ul style="list-style-type: none"><li>• ...</li><li>• ...</li></ul>