

Idea validation checklist

A simple four step checklist to help you validate your idea. Tailor your plans based on the risk level of your idea.

1

Set goals

- ☐ Have you defined what your objectives and goals are?

Have you validated this area of your product?

- ☐ Market
- ☐ Problem
- ☐ Solution
- ☐ Features
- ☐ Business Model
- ☐ Price

KEY TIPS:

- Keep the process simple
- Be ruthless when reviewing feedback or data
- Target the right audience
- Learn from mistakes
- Be organised with strategy plan and stick to it!

2

Develop a Hypothesis

- ☐ Have you mapped the most critical assumptions related to your idea?
- ☐ Did you choose the riskiest assumptions, ensuring they are testable and have a prediction?
- ☐ Have you set a minimum success criteria based on your goals?

3

Experiment

Have you completed a test with the most efficient (fastest, cheapest) method possible from the below options?

- ☐ Landing Page
- ☐ Physical Prototype
- ☐ Build an MVP
- ☐ Crowdfunding Page
- ☐ A vs B Test different versions of advertising to see which performs the best

Ask for feedback from testing - any ideas, responses or comments. Formulate it all together to look for any common themes.

4

Validate

- ☐ Have you collated all the data gained?
- ☐ Have you completed an analysis and review of the data?

Did you meet the minimum success criteria?

- ☐ YES
- ☐ NO

No - Review why this is the case. Then apply changes and pivot!

Yes - Your assumptions are valid - idea is viable and you should proceed with the idea!