

SIMPLIFIED VALIDATION BOARD

Customer Segment

Choose one of your identified customer segments. 1 customer segment = 1 board

Problem

What is the problem of your identified customer that you want to solve?

Solution

What solution do you propose?

Experiment

How will you validate? (Interview/Pre-sell/Concierge)

Success Metric

How will you know if you are successful? (Set target outcome.)

Result

What is the result of the validation? Provide summary.

Action

Pivot? Pursue?