



The Starter's Playbook

From idea to validated concept. Stop guessing,
start knowing.

[Notion](#)

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What's Inside

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Idea Validation Checklist

20+ questions to score your idea before building

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Market Research Template

Customer profiling, discovery questions, interview tracking

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Competitor Analysis Grid

Map competitors, find gaps, define your edge

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MVP Feature Prioritizer

Impact/effort scoring to decide what to build first

Idea Validation Checklist

Use this before writing a single line of code. Score your idea across 4 dimensions.

The Problem

- I can describe the problem in **one sentence**
- I've experienced this problem personally (or deeply understand someone who has)
- The problem is **recurring** (not a one-time annoyance)
- People are currently **paying** to solve this problem (even with bad solutions)
- I can name **5 specific people** who have this problem

The Solution

- My solution is fundamentally different from what exists (not just "better UI")
- I can explain the value prop in **under 10 seconds**
- A non-technical person would understand what it does
- It solves a **core** problem, not a nice-to-have
- I can build a usable v1 in **under 4 weeks**

The Market

- The target market has at least **10,000 potential users**
- People in this market are already spending money on tools
- I can reach these people through 2-3 clear channels
- The market is **growing** (not shrinking or stagnant)
- There's a clear "hair on fire" segment who need this **NOW**

Personal Fit

- I can commit **6+ months** to this
- I have (or can quickly build) the skills needed for v1
- This aligns with where I want my career/life to go
- I'm excited about the **problem**, not just the solution

Your Score

20+ checks	Strong signal. Move to market research.
15–19 checks	Promising. Dig deeper on weak areas.
10–14 checks	Needs work. Validate assumptions first.
Under 10	Reconsider or pivot the idea.

SECTION 02

Market Research Template

Understand your market before you build for it.

Overview

FIELD	YOUR ANSWER
Market Name	
Date Researched	
Market Size (TAM)	
Growth Rate	
Key Trends	

Target Customer Profile

ATTRIBUTE	DESCRIPTION
Who are they?	
Job title / role	
Company size	
Budget range	
Where they hang out online	
What they read	
Pain points (top 3)	
Current solutions they use	
What they wish existed	

Customer Discovery Questions

Use these in interviews. Aim for 10–20 conversations.

- 1 Tell me about the **last time** you experienced [problem]. What happened?
- 2 How are you **currently solving** this? Walk me through your process.
- 3 What's the most **frustrating part** of your current approach?
- 4 If you could wave a magic wand and fix **one thing**, what would it be?
- 5 How much **time** do you spend on this per week?
- 6 Have you tried other solutions? What did you **like/dislike**?
- 7 Would you pay **\$X/month** for something that [your value prop]?
- 8 Who else on your team is **affected** by this problem?
- 9 What would need to be true for you to **switch** from your current solution?
- 10 Can I show you something I'm working on and get your **honest feedback**?

Interview Notes Log

#	NAME	DATE	KEY INSIGHTS	WILLINGNESS TO PAY	FOLLOW-UP?
1					
2					
3					
4					
5					

TIP

The best insights come from questions 1–3. Let people tell stories — don't pitch your solution until the very end.

Competitor Analysis Grid

Know the landscape. Find the gaps. Own your position.

Direct Competitors

COMPETITOR	URL	PRICING	STRENGTHS	WEAKNESSES	MARKET POSITION

Indirect Competitors & Alternatives

ALTERNATIVE	HOW PEOPLE USE IT	WHY IT FALLS SHORT
Manual process (spreadsheets)		

Your Differentiation

DIMENSION	THEM	YOU
Speed		
Price		
Simplicity		
Integration		
Support		
Unique angle		

 KEY QUESTION

What is the **one thing** you can do better than everyone else? That's your wedge. Everything else is noise.

MVP Feature Prioritizer

Build the right things in the right order.

Feature Brainstorm

List every feature, then score each one honestly.

Priority Buckets

- ### ● Must Have (MVP) – Ship doesn't sail without these

- ### 🟡 Should Have (v1.1) – Important but not launch-blocking

● **Nice to Have (v2+) — Delighters, not essentials**

● **Won't Build — Explicitly out of scope (for now)**

MVP Definition

FIELD	YOUR ANSWER
Core user flow	
Success metric	
Target launch date	
Maximum build time	4 weeks
Must support	Web / Mobile / Both

Recommended Tool Stack

KNOWLEDGE BASE

Notion

Everything in one place. Notes, docs, research, planning.

DESIGN

Figma

Validate ideas visually before building. Share with users.

AI PARTNER

Claude

Brainstorm, analyze, write copy, plan strategy.

RESEARCH

Perplexity

Fast, sourced research without drowning in tabs.

VISUAL ASSETS

Midjourney

Landing page visuals, social content, pitch deck imagery.

Build with fewer tools.

Curated stacks for every stage of building.

fewertools.com