

Activity - Market Validation Worksheet

Business Name

Six Pack - Smart Cradle

The Elevator Pitch

Smart cradle to monitor, track and train babies and children.

Q.1

Is there any specific concerns you have for your babies while there are sleeping?

Answers

Being able to monitor baby vitals without being anxious of every movement and noise the baby makes.

Q.2

Who currently comes to mind as our number one competitor when thinking about our product?

Answers

There is no 1 monopoly. I chose the one that had the features that suit my needs most. I have 3 children and want to be able to keep an eye on all of them with 1 device

Q.3

What are your biggest problems with current baby monitors?

Answers

Camera quality is terrible and the screen resolution on the monitoring device is too small.

Feedback/Conclusions

I also find it annoying that when I am talking, my baby can't speak back until I have finished talking. Or if the white noise is playing, my baby can't speak to me.