

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 health while they are asleep?

Answers

Yes, Getting tangled in blankets (at an older age)

Q.2 Who currently comes to mind as our number one competitor when thinking about our product?

Answers

Lollipop Smart Baby Monitor

Q.3 What are your biggest problems with current baby monitors?

Answers

Battery life of parent unit

Feedback/Conclusions

With baby monitors / mobiles. Sleep consultants recommend a boring one so baby's don't get distracted as bed is a place for sleep not play. I know that might not matter but thought I'd say