

Activity - Market Validation Worksheet

Business Name

Smart Baby

The Elevator Pitch

A baby monitor device that monitors/trains baby

Q.1

Is there any specific concerns you have for your babies health while they are asleep?

Answers

Child may try reach to the device at night
May cause too much noise and light for the baby to sleep

Q.2

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

Answers

Vtech
Baby factory
Nature baby

Q.3

What are your biggest problems with current baby monitors?

Answers

Signals may disrupt when too far from bedroom
Settings get too complicated to adjust
May access from hackers getting into the device

Feedback/Conclusions

This device is very versatile and useful for a bright learner.
The concern is would the baby be satisfied enough until toddler age.

Leroy J. Simpson