

Activity - Market Validation Worksheet

Business Name

Smart Cradle

The Elevator Pitch

Smart cradle to monitor track and train babies/children

Q.1

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

Answers

That I can't hear them crying in the night
That they are okay at night and that I am not a terrible parent

Q.2

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

Answers

Smart cot

Q.3

What are your biggest problems with current baby monitors?

Answers

They are only one way, and works essentially like a radio atm,

Feedback/Conclusions

I don't want to have to buy a new cradle for these functions. It costs too much money and I don't need it.

Tom Marshall