

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, crying and us not hearing
Text

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

Answers

Vtech

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

Answers

Connection range

Feedback/Conclusions