

Activity - Market Validation Worksheet

Business Name

Six Pack - 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 while there are sleeping?

Answers

Setting up and learning baby routines

Q.2

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

Answers

I have ended up using a CCTV instead of a baby monitor because it has more functions, connects with my current home hub and more cost effective.

Q.3

What are your biggest problems with current baby monitors?

Answers

The monitor range is hard to work with. Would prefer device that connects via wi-fi.

Feedback/Conclusions

I like the idea of being able to use the monitor for longer than toddler stage.