DOHE

Objective 2.7

Value Proposition

Test Customer Willingness to Pay Signals

Validate real demand by testing if customers will commit time, money, or actions that show genuine intent to buy.

Ideation

Objective Description

Find out if people like your idea enough to actually pay for it. Talk to potential customers about pricing, show them early versions of your offer, or run small tests to see if they'd commit with money, time, or other real actions.

Why This Objective Matters For Your Startup

Testing customer willingness to pay turns interest into evidence. It's one thing for people to like your idea — it's another for them to commit with money, time, or real action. These early signals of financial commitment validate that your problem is worth solving and that your solution has tangible value in the market.

Validates Real Demand – When customers are willing to pay (or take concrete steps toward payment), it's the clearest signal that your idea solves a real, valuable problem.

De-Risks Pricing Assumptions – Early payment tests reveal what customers perceive as fair and affordable, helping you avoid mispricing that could stall adoption later.

Prioritizes High-Intent Users – Identifying who's willing to pre-order, sign up, or invest their time helps you focus your resources on the most engaged and valuable segments.

Informs Product and Value Refinement – Payment conversations uncover which features or benefits customers value most — guiding smarter design and messaging decisions.

Builds Investor and Market Credibility – Demonstrating actual or potential revenue traction, even through small tests, strengthens your case with investors and partners.

AHA

Key Concepts & Resources

- Validation through Action: Words are easy; real commitment (time, money, contracts) is what counts.
- Evidence-Based Pricing: Pricing should be grounded in actual customer behavior, not guesses.
- Iteration: Each test informs how to refine price, offer design, and target segments.

Van Westendorp Price Sensitivity Meter

Discover acceptable price ranges using customer feedback.

- Ask four key questions:
- At what price would this be too cheap to trust? At what price would it be a bargain? At what price would it be starting to get expensive? At what price would it be too expensive to consider?
- Use responses to identify the optimal price point and acceptable range.
- Best for early pricing discovery when you lack large-scale sales data.

The Van Westendorp framework quantifies perceived value directly from users, helping shape pricing confidence.

▶ https://www.youtube.com/watch?v=t7CqXLsaTsM

Concierge and Pre-Sell MVP Tests

Validate real intent by asking for meaningful customer actions.

- Build minimal offerings like pre-orders, pilot programs, or paid betas to see who actually commits.
- Clearly frame the value exchange ("pay now to reserve early access," or "join pilot customers").
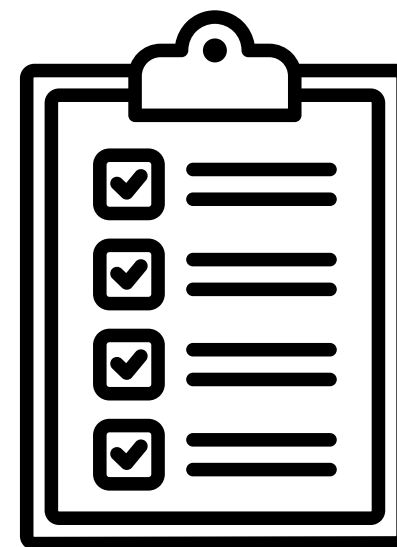- Measure success by real behaviors — sign-ups, deposits, or LOIs.

This approach reveals true willingness to pay — not just interest — through observable financial or behavioral proof.

▶ https://www.youtube.com/watch?v=Stc0beAxavY

Objective Action List

Tick each action as you complete it during your 20-week accelerator programme.

1. I listed at least 10 potential customers from my target segment who fit my ideal user profile.

2. I had short pricing chats with all of them and asked what they currently pay or expect to pay to solve this problem.

3. I wrote down each customer's expected price range, lowest and highest amount, and noted the reasons behind their answers.

4. I counted how many of them said they would "definitely pay," "maybe pay," or "not pay" for my idea, and calculated the percentage willing to pay (target ≥40%).

5. I created one simple pricing test (like a waitlist with pricing, pre-order form, or landing page) using free tools within one week.

6. I shared this test link or offer with at least 30 people in my target audience.

7. I tracked how many signed up, clicked "buy," joined the waitlist, or gave contact info (target: ≥10% action rate.

8. I recorded how many people took a real step — such as paying, signing a letter of intent, or agreeing to a pilot.

9. I noted other strong signals like customers offering time for calls, asking follow-up questions, or referring others (target: at least 5 strong signals).

10. I summarized what I learned: the average price range customers accepted, strongest commitment actions, and next test idea.