






Framework: Startup Idea Validation

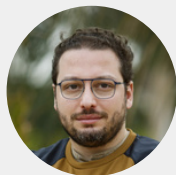
Validate your idea across 14 indicators at varying maturity stages

		 Crawl	 Walk	 Run
Solution	1. Problem	No market need identified	Problem identified by founder(s)	Problem validated with customer interviews
	2. ICP	"We're solving something for everyone"	Defined ICP by founders	Detailed profile enriched with interviews and research
	3. Product/Service	Initial idea ready for execution	Fast prototype displaying core features	Validated solution via action (purchase or commitment)
	4. Value Prop	Undifferentiated value proposition	Clear value proposition based on initial dev	Unique value prop. tested and refined with users
Market	5. Market Size	Small Market Size / cannot be monetized	Medium Market Size (that can be monetized)	Major Market Size (\$1Bn+) that can be monetized
	6. Market Growth	Market is not growing / shrinking in size	Market on a clear upward trend	Data-backed growth from reliable sources
	7. Tech Trend in Market	Market is stagnant from a technology standpoint	New trends proximate markets transforming them	Trends emerging in market making it ripe for disruption
	8. Competitors	Crowded market with little differentiation	Crowded market but you have a clear edge	Emerging market with little competition
	9. Regulation	Complicated regulation / legal ecosystem to navigate	Founders have an edge in navigating ecosystem	Simple system to navigate
Team	10. Founders	Founder(s) outside of industry space	Founding team with complementary skills	Previous + founding team with a startup track record
	11. Startup Team	No team in place yet	Solid founding team with comprehensive experience	Key hires with relevant expertise and experience
	12. Mentors / Advisors	Informal advice from proximal network	Engaged mentors or advisors	Advisors with relevant expertise
Finances	13. Revenue Model	No clear revenue model in place	Defined revenue streams (ideally with comparables)	Proven revenue model
	14. Projections	No projections yet	Financial forecasts based on assumptions	Robust financial projections validated with actual metrics

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Solution Criteria Focus

Framework: Startup Idea Validation



Crawl



Walk



Run

Solution

1. Problem

No market need identified

Problem identified by founder(s)

Problem validated with customer interviews

2. ICP

“We’re everything for everyone”

Defined ICP by founders

Detailed profile enriched with interviews & research

3. Product/Service

Initial idea ready for execution

Fast prototype displaying core features

Validated solution via action (purchase or commitment)

4. Value Prop

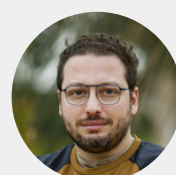
Undifferentiated value proposition

Clear value proposition based on initial dev.

Unique value prop. tested and refined with users



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Market Criteria Focus

Framework: Startup Idea Validation



Crawl



Walk



Run

Market

5. Market Size

Small Market Size / cannot be monetized

Medium Market Size (that can be monetized)

Major Market Size (\$1Bn+) that can be monetized

6. Market Growth

Market is **not growing** / shrinking in size

Market is on a **clear upward trend**

Data-backed growth from reliable sources

7. Tech Trend in Market

Market is **stagnant** from a technology standpoint

New **trends in proximate markets** transforming them

Trends emerging in market making it **ripe for disruption**

8. Competitors

Crowded market with **little differentiation**

Crowded market but **you have a clear edge**

Emerging market with little competition

9. Regulation

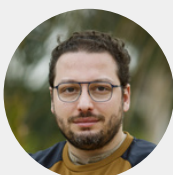
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Simple ecosystem to navigate



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Team + Finances Criteria Focus

Framework: Startup Idea Validation



Crawl



Walk



Run

Team

10. Founders

Founder(s) from **outside of startup / industry space**

Founding team with **complementary skills**

Previous + founding team with a **startup track record**

11. Startup Team

No team in place yet

Solid founding team with comprehensive experience

Key hires with relevant expertise and experience

12. Mentors / Advisors

Informal advice from **proximal network**

Engaged **mentors or advisors**

Advisory board with experts in place

13. Revenue Model

No clear revenue model in place

Defined revenue streams (ideally with comparables)

Proven revenue model with early customers

14. Projections

No projections yet

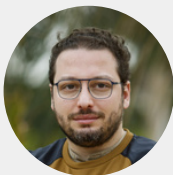
Financial forecasts based on assumptions

Robust financial projections validated with actual metrics

Finances



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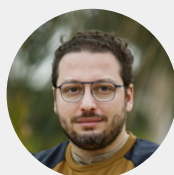
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