Framework: Startup Idea Validation
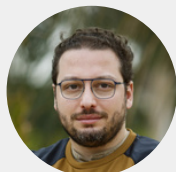
Validate your idea across 14 indicators at varying maturity stages

	Crawl	Walk	Run
Solution			
1. Problem	No market need identified	Problem identified by founder(s)	Problem validated with customer interviews
2. ICP	"We're everything 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 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	Complicated regulation / legal ecosystem to navigate	Founders have an edge in navigating ecosystem	Simple ecosystem to navigate
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	Advisors engaged
Finances			
13. Revenue Model	No clear revenue model in place	Defined revenue streams (ideally with comparables)	Proven model with ...
14. Projections	No projections yet	Financial forecasts based on assumptions	Robust financial projections validated with actual metrics

Swipe for details

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Solution Criteria Focus

Framework: Startup Idea Validation

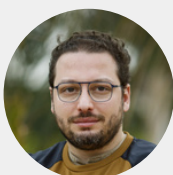| Solution	🧎 Crawl	🚶 Walk	🏃 Run
1. Problem	**No market need** identified	Problem **identified by founder(s)**	Problem **validated with customer** interviews
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Market Criteria Focus

Framework: Startup Idea Validation

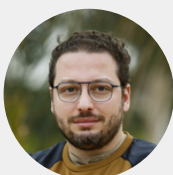| Market	🐾 **Crawl**	🚶 **Walk**	🏃 **Run**
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9. Regulation	**Complicated regulation / legal ecosys.** to navigate	**Founders have an edge** in navigating ecosystem	**Simple ecosystem** to navigate

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Team + Finances Criteria Focus
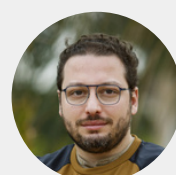
Framework: Startup Idea Validation

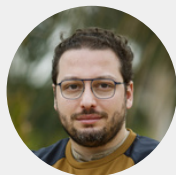|	🧎 **Crawl**	🚶 **Walk**	🏃 **Run**
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11. Startup Team	**No team** in place yet	**Solid founding team** with comprehensive experience	**Key hires** with relevant expertise and experience
12. Mentors / Advisors	Informal advice from **proximal network**	Engaged **mentors or advisors**	**Advisory board** with experts in place
Finances			
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**

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