



## 8-Week Guerrilla Validation Action Plan

This plan converts the entire Phase 1 strategy into bite-sized, self-contained tasks you can execute without a cash budget. Each task includes:

- Clear outcome ("Goal")
- Concrete success threshold ("Benchmark")
- Suggested conversation starters or prompts ("How")
- Required capabilities ("Key Skills")

### Week 1 – Industry & Competitor Scan

Task	Goal	Benchmark	How (Prompts / Actions)	Key Skills
Collect India market data	Quantify industry size & growth	- 3 government or trade-body datasets (MoSPI, NRAI, FSSAI) - 2 recent analyst/consultant reports	Search: "NRAI IFSR 2024 pdf", "MoSPI HCES 2023-24 food services"	Desk research, data extraction
Map global discovery market	Frame TAM/SAM/SOM	1 global app-market report + 2 public company filings (Yelp, Tripadvisor)	Read 10-K / investor slides; pull segment revenue lines	Financial reading, synthesis
Fast feature teardown	Identify feature gaps	Analyse 5 leading apps: Zomato, Google Maps, Yelp, EazyDiner, OpenTable	Install apps → screen-record first-time flow and note pain points	Product sense, UX notation
Publish 1-page brief	Socialise findings internally	Shareable Google Doc with: size table, growth rates, top gaps	Summarise each source in ≤50 words; highlight unresolved questions	Concise writing

### Week 2 – Opportunity Sizing & Hypothesis Draft

Task	Goal	Benchmark	How	Key Skills
TAM model v1	Size Indian discovery opportunity	Top-down + bottom-up sheets in Google Sheets; both land in same ±25% range	Apply industry size × organised share × 0.5% discovery take-rate	Basic Excel/Sheets

Task	Goal	Benchmark	How	Key Skills
Problem hypothesis canvas	Draft 5 testable pains	Canvas completed & shared; each pain linked to real review screenshot	Scrape 20 negative reviews from Play Store & Reddit	Pattern spotting
Recruit interview pipeline	Line up 30 qualified participants	- 15 names booked for W3 - 10 additional "maybe" leads	Post in local food groups: "15-min chat → coffee treat"	Networking, cold outreach
Score competitor positioning	Quantify differentiation	Simple 2x2: Discovery depth vs. Personalisation; plot 6 competitors	Rate features 1-5 and justify in one sentence	Competitive analysis

### Week 3 – User Interviews (I)

Task	Goal	Benchmark	How	Key Skills
Conduct 15 interviews	Validate top pains	≥10 confirm at least one of 5 hypothesised pains	Open with: "Tell me about the last time you tried a <b>new</b> restaurant." Probe why/what frustrated them	Active listening, note-taking
Debrief after every 5	Extract insights early	Google Sheet updated within 12 h; running tally of pain frequencies	Colour-code pains; add direct quotes	Thematic coding
Iterate questions	Sharpen scripts	Remove low-signal questions; add two new based on patterns	Ask: "What data would make you trust a new place instantly?"	Agile mindset

### Week 4 – User Interviews (II) & Survey

Task	Goal	Benchmark	How	Key Skills
Complete 50 total interviews	Statistical confidence	≥50% participants from outside personal circle	Leverage LinkedIn "open to chat", coworking cafés walk-ups	Persistence, persuasion
Launch online survey	Quantify insights	200 responses in 5 days; 70% completion rate	Google Forms; share in foodie WhatsApp groups; offer "restaurant map" PDF	Copywriting, community engagement
Prioritise pain points	Rank problems	Top-3 pains score ≥3.5 on 1-5 severity scale	Use survey Likert results + interview frequency	Basic statistics

## Week 5 – Concept Smoke Test

Task	Goal	Benchmark	How	Key Skills
Build one-pager landing site	Capture intent	Live page on Carrd with email capture; mobile-optimised	Copy headline: “Find hidden-gem restaurants that match <b>your</b> taste”	No-code building
Drive free traffic	Test resonance	150 unique visitors → ≥8% signup rate	Post on Instagram reels, LinkedIn, Reddit r/bangalorefoodies	Organic marketing
A/B value props	Discover strongest hook	3 variants; declare winner by >25% uplift	Headline variants: AI match / community reviews / live wait time	Basic experimentation

## Week 6 – Prototype & Pricing

Task	Goal	Benchmark	How	Key Skills
Clickable prototype	Demonstrate UX vision	Figma prototype ≤15 screens covering onboarding → recommendation	Use sample restaurant cards & taste quiz	UI design, storytelling
Remote user tests	Evaluate usability	10 think-aloud sessions; SUS score ≥70	Prompt: “Plan tonight’s dinner using this prototype.”	Moderated testing
Price sensitivity poll	Gauge WTP	Van Westendorp in survey; ≥40% acceptable at ₹99-199	Embed four VWS questions in same survey	Survey design, analysis

## Week 7 – Business & Partner Validation

Task	Goal	Benchmark	How	Key Skills
Restaurant outreach	Test B2B interest	Pitch 15 venues; 5 agree to beta listing	Script: “Free visibility in hidden-gem app; only pay after first 30 covers.”	Cold pitching, value framing
Unit-economics sheet	Prove viability	LTV:CAC scenarios (base / best / worst) >3:1 in base	Use real CAC from Week 5 traffic; assume ₹99/mo ARPU	Financial modelling
Risk register	Plan mitigations	Top-10 risks; owner + mitigation + trigger defined	Categorise: market, tech, ops	Risk management

## Week 8 – Decision Sprint

Task	Goal	Benchmark	How	Key Skills
Compile validation report	Single source of truth	≤15 slides or 6-page doc; includes KPIs vs. thresholds	Sections: Market, Problem, Solution, Biz Model, Risks	Synthesis, slide craft
Go/No-Go workshop	Commit next step	2-hour meeting; decision logged with rationale	Scorecard: green ≥4 metrics met, yellow 2-3, red ≤1	Facilitation, critical thinking
Public recap post	Build credibility	LinkedIn article summarising learnings; ≥1,000 views	Share key stats, thank participants, invite beta users	Content writing, branding

## Skill-Set Checklist

Domain	Core Skills Needed	DIY Resources
Research & Analysis	Desk research, data extraction, basic statistics	Google Scholar, YouTube “Excel for startups”
User Insights	Interviewing, active listening, thematic coding	Lenny’s Newsletter interview guide, “Mom Test” book
No-Code & Design	Carrd/Figma basics, UX copywriting	Figma free tutorials, Copyhackers
Growth & Outreach	Organic social posting, community engagement, cold email	Indie Hackers threads, “Traction” book
Business & Finance	Unit-economics modelling, risk analysis	Sequoia finance model template, Y Combinator “Startup Metrics”
Communication	Concise writing, slide storytelling, facilitation	“Made to Stick” book, Slidebean examples

## Minimum Success Criteria Across the 8 Weeks

1. **Problem Validation** ≥60% of 250+ researched users confirm top pain.
2. **Solution Interest** Landing-page signup rate ≥8%.
3. **Willingness to Pay** ≥40% accept ₹99-199/month in Van Westendorp test.
4. **Restaurant Buy-In** ≥5 venues sign LOI for beta partnership.
5. **Unit Economics** Modeled LTV:CAC ≥3:1 under conservative assumptions.

Meet or exceed these five thresholds and you have evidence to justify moving into product build; miss more than two and re-evaluate before committing code.

**Execution Mindset:** Allocate ~40 focused hours per week, treat each benchmark as a mini-deadline, and close feedback loops fast. Hustle outweighs budget; discipline and consistent outreach are your key currencies.

