

Below are some factors you should look for while validating an Idea:

1. **Potential Demand:** You can understand this through a survey. Understanding the market or popularity of a problem or your solution does not rely on friends or family, only because they may be a part of a niche that may not result in sales. **Identify your customers** and go out and **talk to them**.



2. **Market:** Make sure that the **market is big enough** (in billions). If competitors exist in the market, can you carve out market share with your product?

3. **Frequency:** How frequent customers are using your product is that once every ten months, you may have a hard time raising money. Usually, **the more frequently a user uses your product** without any external stimulus (marketing campaign) after the initial acquisition, **the more likely you will be big**.