Idea Validation Bootcamp

TPE Phase 1

Introduction:

The Idea Validation Bootcamp is an exciting opportunity for businesses and innovators to elevate their concepts into successful business ventures.

Learning Approach:

- Interactive sessions
- Case studies
- Hands-on exercises

BootCamp Agenda

Class 1
- Introduction to Idea, Problem
- Understanding the Problem

Class 2
- Problem and Solution

Class 3
- Understanding Competition
- Value

Class 4
- Customers & Segments
- Pitch Deck Fundamentals

Session 1: What are you trying to solve?

- **What** problem do you intend to address with your product/service?
- **Who** is facing the problem?
- **When** does the user encounter the problem (while performing which task/process)?
- Define problems in terms of **frequency** and also attempt to quantify **how many individuals are facing** the same or similar issues.
- How is the user currently managing the situation with the **current "bad" solution**, as per your assessment?
- Have you **validated the identified problem** area in the field? If yes, who are your chosen respondents, and what have you learned from their responses?