

## **Startup Idea Validation Survey**

### **Introduction and Consent:**

Thank you for taking the time to participate in our survey. Your feedback is invaluable as we explore a new startup idea. By continuing with this survey, you consent to participate in our research. Please answer the following questions to help us better understand your needs and preferences.

### **Demographic Information:**

**Age:** [Open-ended]

**Gender:** [Male / Female / Other / Prefer not to say]

**Location:** [City, State / Province, Country]

**Occupation:** [Open-ended]

**Income:** [Select one: Less than \$25,000 / \$25,000 - \$50,000 / \$50,000 - \$75,000 / \$75,000 - \$100,000 / Over \$100,000]

**Education Level:** [High School / Bachelor's Degree / Master's Degree / Ph.D. / Other]

### **Problem Validation:**

**What challenges or problems do you face in [specific context]?** (related to your startup idea) [Open-ended]

**How do you currently address these challenges?** [Open-ended]

On a scale of 1 to 5, how satisfied are you with your current solutions? (1 = Very Dissatisfied, 5 = Very Satisfied)

- 1
- 2
- 3
- 4
- 5

### **Solution Assessment:**

**If a solution like [your product/service] were available, how likely would you be to use it?** (1 = Very Unlikely, 5 = Very Likely)

- 1
- 2
- 3
- 4
- 5

**What specific features or benefits would you find most valuable in a product/service like this?** [Open-ended]

**How much would you be willing to pay for [your product/service]?** [Open-ended]

**Competitor Awareness:**

**Are you aware of any existing products or services that address [the problem]?** [Yes / No]

**Have you tried any of these products or services?** [Yes / No]

**What do you like or dislike about them?** [Open-ended]

**Channels and Preferences:**

**How do you typically discover new products or services?** [Open-ended]

**Which online platforms or social media do you use most frequently?** [Open-ended]

**What kind of content or information influences your purchasing decisions?**  
[Open-ended]

**Open-Ended Questions:**

**What additional comments or suggestions do you have related to [your startup idea]?**  
[Open-ended]

**Is there anything else you'd like to share about your needs or preferences in this context?** [Open-ended]

Closing:

*Thank you for participating in our survey. Your input is extremely valuable to us as we work to develop a solution that meets your needs. If you're interested in receiving updates about our startup's progress, please provide your email address:* [Open-ended]

*By continuing with this survey, you consent to participate, and you acknowledge that your responses will be used for research purposes. Your data will be kept confidential. If you have any questions or concerns, please contact [Your Contact Information].*