

Feasibility Analysis Areas

- Product / Service
- Industry / T.M.
- Organizational
- Financial

flows here for validation presentation

↳ If any have low feasibility, probably a good idea to drop / pivot.

↳ Medium Feasibility means to rethink parts of your plan.

4 steps for in class Feasibility Analysis

1] Market need Assessment - is there a problem? how is problem being solved? ...

↳ Is there a (problem / need)

↳ > pain = > sell

Ask open ended Questions to interviewees.
Take Notes or Record w/ permission
↓ ↓ ↓ ↓
generate diff between your hypothesis, customer needs...
↳ Can we do it? better? pivot?

2] Desirability Validation - is the solution that we came up with desirable.

- Different people from step 1
- Ask for plus's and fallbacks of product
- Are they enthusiastic, or bothered
- how improve? best features? pivot?

3] Demand Assessment (survey)

- what does survey tell you?

- what are market trends?

4] Market Size: use secondary research