

**IDEA VALIDATION CHECKLIST**

Use this 4-step checklist to follow the progress of each stage all the way from setting your goals and mapping the most critical assumptions to validating your idea.

# SET GOALS

# Define your objectives and goals.

What needs to be validated:

Problem

# Solution

# Market Analysis

# Features

# Business Model

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# Price

# 

Set proof of concept goals.

# DEVELOP A HYPOTHESIS

Map the most critical assumptions related to your idea.

Set minimum success criterion based on your goals.

# EXPERIMENT:

Choose the fastest and cheapest method for testing your assumption between different options:

Build an MVP

Physical prototype

Execute: ask for feedback, ideas, responses, comments and look for common answers.

# VALIDATE AND DEVELOP:

Gather all data, sort it and analyze it.

Did you meet the minimum success criteria?

Yes

No