



WHAT IS YOUR IDEA?

(two minute pitches)

QUAL

QUANT

INTERVIEW A FEW STRANGERS

Find one or a few individuals to give detailed feedback on your prototype

ASK FRIENDS AND FAMILY FOR THOUGHTS

Develop a set of questions that people in your network can answer about your product

SEND OUT A SURVEY

Create a survey with quant and qual questions and send it out to a larger group (e.g. cohort)

ADWORDS + WEBSITE

Make a quick website like what you'd sell your product on. Buy a few ads and see how people interact