

Business Validation Micro Plan: Example

Opportunity	Provide a mobile dog washing service
Test Period	Start: June 1 End: Aug 15
\$ Budget for Test	Hours Budget for Test
\$100	40
Most Likely Customer Profile	Market Size
Female, over \$100k annual income or middle-upper class neighborhoods, in greater Gibson City area	~5,000
Micro Message	
What if you didn't have to drive across town or hassle with waiting and picking up to get your dog washed?	
Test Summary Statement(s)	
What if Fido could wash himself? This is the next best thing! You Dog Gets a Bath. You Get Free Time!	

Mobile Dog Washing Service. Now in Gibson City!				
Success Indicator(s)	Test Channel	Sample	Target	Result
1. Interested in a service if it existed	Door-to-door survey	75	19/75 (25.3%)	22/75 (29.3%)
2. Click to get info and coupon	Social pay-per-click	4,000	40 Clicks (1%)	44 Clicks (1.1%)

Business Validation Micro Plan: Blank

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Micro Message	
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1.				
2.				