

Idea Validation Worksheet

Complete this worksheet before hiring any developer. If you cannot answer every section, your idea is not ready.

1. PROBLEM DEFINITION

Problem you solve (1 sentence, no mention of your solution)

Who suffers this problem? (specific person type)

How do they solve it today? (current behaviour)

What is wrong with the current solution?

2. TARGET USER

Detailed description of ideal user (age, context, job, habits)

Where do they spend time online? (socials, communities, searches)

How much do they pay today for similar solutions?

Have you spoken to 5 real users? Names and date of each interview:

3. MARKET SIZE

TAM — total addressable market estimate (€/year)

SAM — segment you can realistically reach

SOM — realistic 12-month target (users · price · margin)

Data source (Google Trends, Statista, own surveys...)

4. COMPETITION

Competitor 1: name, price, main weakness

Competitor 2: name, price, main weakness

Competitor 3: name, price, main weakness

Why will they choose your product over existing ones? (honest differentiation)

5. VALIDATION EXPERIMENT

How will you validate demand WITHOUT building the app? (landing, waitlist, presales...)

Success metric for the experiment (e.g. 50 sign-ups in 2 weeks)

Decision deadline (go/no-go):

Golden rule: if you cannot find 5 people who pay for something similar TODAY, the idea is not ready for development.