



7 STEPS TO VALIDATING YOUR STARTUP IDEA

Introduction

When you have a startup idea, there are certain things you need to do to ensure your idea is a good one that can actually help people and make profits. How do you validate your startup idea though to ensure you are on the right track?

There are many different ways you can figure out if your startup idea is a good one and if it will end in a lucrative result. Here are seven of the best ways you can validate your startup idea.

1. Make a plan for your product

Although it can be tempting to just begin making products and offering services, you need to ensure you are writing down everything there is to know about your product. In the process of writing things down, you might find there are several things you missed that you need to consider.

This is not the same as making a full-on business plan as the business plan comes better. For your product plan, all you need to do is write down a few questions that can be answered by going out and testing your product.

It's better to go out and test your product rather than relying on assumptions that you might not actually get a real picture of your product.

Here are some of the questions you can ask to get a good plan for your product:

- Who is your customer? The answer to this question should not be “everyone.” You need to have a very specific group of people that can benefit from the product. Your product could also be for certain times of business people. If this is the case, write down a very specific plan for the business and the market that can use your product.
- What problems do people have that you want to solve? You need to start with the problem first. What is problem you often encounter in your personal life that needs to be fixed? Can you make a product that fixes this problem? Are there other people that often have this problem and

how can you fix it for them? Is this a problem that is worth solving or is it a problem that people don't really care about?

- How does your product solve the problem? Are there other products on the market that also solve the problem? Does yours solve it better? Ensure you make a way for it to solve it better or you won't be able to beat the competition.
- What is the feature of the product? Are the features different or better than other ones on the market? Keep in mind the basic product does not have to have a ton of features. Sometimes less is more. Once people are buying your product, you can consider adding more features.

2. Make a Decision

While it can be hard to decide on where to put your money and what kind of product to make, you need to make a decision without stalling for too long. In order to test your product and get it going on the market, you need to make decisions quickly.

In order to validate your product and idea, you need to ensure people are willing to buy it. This involves making some fast and good business decisions to start marketing your product and getting it out on the market.

3. Find Buyers, Not Likers

Many people will like your product. This doesn't mean they need it and will buy it. You need to find people that want to buy your product and actually use it, not just people who will like it. The product is a step in the right direction but what you need is buyers that will give revenue and profits.

When someone says they like your product, ask them why. This allows you to see what they say so that you can know for sure what is good about your product. Ask them for specifics about the product and what they like the most.

You want to limit as much as false positives as possible. People can passively say they like the idea but when you ask them why they might struggle to answer why.

4. Interview and Network

The first thing you want to do when trying to find buyers for your product is to network. Your network can be people you already work with or spend time with including investors, mentors, friends, and potential customers.

If you do not have a network of people you can rely on, you need to do some networking. This includes using email chains and social media to find people that might want to use your product or service.

Keep in mind you always need to work with some people in the network that are not your best friends or family. People who know you well will be more likely to only talk positively about the product whereas there could be some real issues with the product that people overlook because they are so focused on their relationships.

Investors and those you network with over social media might be more willing to give you a more honest opinion.

Once you have a network of people, you can begin the interviewing process. This doesn't mean having a casual conversation or a survey. Make a hard list of questions that need to be asked, but don't be afraid to deviate from the questions if you find something else that needs to be asked while you are talking to the other person.

Make sure the focus of the issue and the conversation is on asking the person if the product solved their problem or not. Did it solve the problem well? Could it have solved the problem better? Is there something else you can do to the problem to make it better or easier to use?

Make sure you are actively listening during the conversation so that you can note down what is being said.

5. Don't Make Assumptions

You are going to be passionate about your service and product. This doesn't mean it's perfect or even good. When you first make the product, you are going to have a lot of assumptions about how it will work and how well it will work.

You cannot use these assumptions when it comes to marketing the product. Most of what you write down about the product will be assumptions. How can your assumptions be tested?

You should take your assumptions and turn them into facts. Does what you think of the product actually work? Run it by the people in your team and see if it will work or not.

Start running tests and get some beta testers to see if the product is going to work the way you think it will.

6. Start Marketing

One of the best ways to validate your startup idea is to begin marketing it. All products need to be marketed to make sales. Start with a market that your niche is in. Find your passion and then see if you can make a product for that market.

What are your goals for marketing? How do you want your marketing campaign to look? What is your main marketing strategy? How will you change it if you start and it seems not to be working?

All of this goes along with the market validation. Market validation is when you see if your target market really needs your product or not. When you start marketing the product, are people interested? Are they expressing interest and saying that want to buy the product?

You need to do market validation early on in the process because you don't want to waste resources and time on a product that has no promise in the market.

This is one of the best ways to get funding and investors for your startup. When you use market validation, you can also make sure you are meeting the customer's pain points. With the right market validation, you can make customers and clients that are ready to give your product a try.

When going about the process for market validation, make sure you write down the goals, assumptions, and guesses on how you want the product to work and how it will meet the customer's needs.

You can then assess the size of the market. Is it the right time to sell in this market? Are people looking for this kind of product?

7. Testing Procedures

Once you have a product that can be used, you want to send it for official testing. This should only be done once you have determined that there is room in the market for your product and that people will want to use it.

There are two different types of testing that you can use. The main ones are alpha testing and beta testing. Both types of tests are for proving that you have a valuable product that can make a difference in people's life.

Testing will also show if there are any issues with your product including faults or flaws. It will also show if it's too difficult to use and if people will not really use it all. One of the keys when it comes to testing is to ensure you have an easy way for people to give feedback. The best way is a link but you also need to ensure you have a way to talk to them so that you can get more information compared to what a survey will be able to give you.

Alpha testing is one of the main forms of testing. This is when your own employees or team members test the product. The main point of alpha testing is to ensure there are no bugs or major issues.

People in the company get to catch it before you hand the product off to people outside of the business for testing. Once you know there are no major issues you can send the product for outside testing.

Beta testing is the next step. Beta testing is used when there are external users that are trying to use your product. You will tell them to test the product and then ask them to find issues within the product that need to be fixed.

Final Thoughts

Once you have an idea for a startup, you are probably feeling excited and passionate. However, you need to make sure you are validating that idea to make sure it's a good one. Using your network of people, trying some marketing approaches, and doing alpha and beta testing can also help you to see if the product and idea are working well or not.

Make sure to do all seven of these steps for the best gauge of if your product will work well or not.