Validation

Don't assume, validate. Do whatever it takes to question your concept.

How might we validate our:

VALUE PROPOSITION	CUSTOMER GROUP	BUSINESS MODEL
RESULTS	**RESULTS**	**RESULTS**
CONCLUSION	**CONCLUSION**	**CONCLUSION**
	What size?	How much € ?

SOLID EVIDENCE

SOLID EVIDENCE

SOLID EVIDENCE

VALUE PROPOSITION DOESN'T WORK

GOOD VALUE PROPOSITION

TOO SMALL SEGMENT

LARGE ENOUGH USER BASE

NOT READY TO PAY

READY TO PAY

NEEDS MORE VALIDATION

NEEDS MORE VALIDATION

NEEDS MORE VALIDATION

Should we proceed?

NO!

WE HAVE TO
ITERATE

YES!