



TAKING ACTION:

Finding and Testing Your Startup Idea

Read the e-book [Finding and Testing Your Startup Idea](#) and then complete this worksheet.

Make a list of problems you might like to solve.

- ☐ What frustrates you in life?
- ☐ What would you like to automate?
- ☐ What tasks do you wish you could do better? Or never do again?

Once you've chosen a problem, define your user persona/demographic (the type of person who has your problem).

- ☐ What insights can you make about them?
- ☐ What else do they have in common (besides the problem you are addressing)?
- ☐ Try to come up with at least 10 interesting facts about your ideal users.

Brainstorm for your solution.

- ☐ Set a timer for 10 minutes and write down every solution that comes to mind. The wilder the idea, the better. Do not judge your ideas!
- ☐ Let your rational brain come back in and evaluate. If you fall in love with an idea, move to the next step. If not, go for a walk and then come back and set your timer to try again.

Is your idea *good enough*?

- ☐ What problem does it solve?
- ☐ Does it actually solve the problem? How?
- ☐ How will your product make money? How big is the market?
- ☐ Do you have Founder-Market Fit? What is your story about the "why" of this problem?
- ☐ Does your idea excite you? Will you be proud to have solved this problem in this way?

Have you validated your idea with the LEAN Startup Method?

- ☐ What Risky Hypotheses are you making?
- ☐ Do research online to see what solutions already exist and what the reviews say about why they do/don't work. Can you do better?
- ☐ Make a list of questions to test your assumptions (see section on Customer Interviews).
- ☐ Interview 10-20 (even 50!) customers. Listen, record, ask why, remember not to pitch.

Build Your Minimum Viable Product (MVP).

- ☐ Using paper, cardboard, markers, tape, whatever else you could find in an average kindergarten classroom, make the simplest version possible of your product.
- ☐ Show your MVP to 20 potential customers and ask what they think.