

THE 1-PAGE BUSINESS IDEA VALIDATOR

Fill this in once. Get a Go / No-Go in 15 minutes.

01

IDEA STATEMENT

One sentence. If it does not fit on one line, your idea is still too fuzzy.

I want to start a _____ that helps _____
by _____

02

TARGET CUSTOMER

If you cannot picture one specific person, you do not have a customer yet.

Age range: _____

Lives where: _____

Spends \$ _____ per month on this kind of problem: _____

Currently solves it by: _____

Would pay me because: _____

03

TOP 3 COMPETITORS + PRICE RANGE

If you cannot find 3 competitors, the market is too small or you have not looked hard.

1. _____ Price: \$ _____ to \$ _____

2. _____ Price: \$ _____ to \$ _____

3. _____ Price: \$ _____ to \$ _____

My planned price: \$ _____

04

INITIAL COST ESTIMATE

Round up. Surprises are always more expensive than the surprise itself.

Equipment / inventory \$ _____

Licenses / permits \$ _____

Rent / deposit (3 months) \$ _____

Marketing (first 90 days) \$ _____

Cushion (15% of the four above) \$ _____

TOTAL \$ _____

05

GO / NO-GO DECISION

Circle one answer per question. The NO answers are the most useful.

Q1. Can I raise the TOTAL within 90 days, no emergency savings? YES NO

Q2. Have 5+ real customers said they'd pay my planned price? YES NO

Q3. If everything fails for 6 months, can I still cover my bills? YES NO

DECISION RULE

3 YES = GO. Start building the full plan this week.

2 YES = WAIT. Fix the one NO before spending any money.

0-1 YES = NOT YET. Re-validate this idea in 30 days.

Want the full plan? 130+ pages, 8 working calculators, printable checklists.

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