1-Page Startup Idea Validation Template

Use this one-pager to summarise and test your startup idea before investing time or money into building.

# 🧠 Problem Statement

What real-world pain or frustration are you solving? Be specific.
Example: 'Busy property managers need a way to check in guests remotely.'

# 🎯 Target Audience

Who specifically has this problem?
Example: 'Short-term rental property managers in urban areas.'

# 💡 Your Proposed Solution

How will your product solve the problem?
Keep it simple and outcome-focused.
Example: 'An app that lets managers verify identity and unlock doors remotely.'

# 🔍 Existing Alternatives

What do they use now? What are the limitations?
Example: 'Manual key exchanges, local concierge services, expensive smart lock systems.'

# 📣 Key Value Proposition

Why is your approach better? What’s the key benefit?
Example: 'Faster check-ins, better control, no hardware required.'

# 📊 Validation Plan

- Interview 10+ target users
- Share landing page in 2–3 relevant communities
- Track email signups, interest, pre-orders

# ✅ Validation Criteria

What signals will tell you it's working?
Example: '25% of landing page visitors join the waitlist.'

Tip: Revisit this page after your first round of outreach. Update with real feedback.