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## VEPFTV - HATFIELD KASEY

1) Validating Your Startup with Target Customers. If you want to validate your startup idea, then you're going to need to know who your customers are because these are the people that will use your product or service. People actually using your product or service are the ultimate gauge of idea validation.

A validation strategy is a set of processes that brings your startup idea from simply an idea to a product or service that solves a real problem in your customer market. A validation strategy helps to curb entrepreneurs from falling into the trap of building a product for a problem that does not exist.

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**How to Test and Validate Startup Ideas: | by Mitch ...**

A walk through of the Idea Validation Canvas followed by each participant filling out their canvas and developing an action plan to validate your idea. This is a boardroom session is very limited Book a One on One Session with Toronto's entrepreneur mentor The Startup Coach (<https://toron-tostarts.com/startup-coach/>)

The hierarchy of the ways you can validate ideas through MVP's (and other strategies) can be categorized as: Flawed, Situational, and Ideal. Below are a few examples in each: 1.

**Course: Idea Validation | Bizplan.com**

**Validating Your Business Idea - Hatchly**

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Key Takeaway Step 1: Set your Research Goals We don't want to spend the rest of our lives researching so we're going to focus on... Step 2: Tap Reliable Research Sources Knowing what to look for is one thing, but you also need to know where to look. Step 3: Evaluate your Findings

Idea Validation. Is your new startup idea worth pursuing? Let us take it through our battle-tested process to get insights from experts, customers, and available research to see if it's worth building. Idea Validation. Founder. Idea Validation. Form a Startup. Business Planning. Product Development.

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You must now go through the process of validating your business idea. Depending on your preference and timetable, this can be a light process or a very in-depth one. For the sake of moving quickly and not losing momentum, we have put together an accelerated idea validation action plan that you can follow to get a general indication as to whether your idea is viable.

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Every business idea or startup idea has to be tested. Startup idea validation can save you time, resources and point you out in the right direction so that you take the right decisions and reach the best target audience for your startup. Many successful startups had validated their ideas long before they decided to build a minimum viable product. Simply put, they answer the “how do I validate my startup idea” early on — and in their own way — and decided to move on building a minimum ...

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**Validate your Startup Idea by Talking to Real Customers**

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