

Founder Validation Kit

Week-by-Week Validation Timeline

Week 1: Define problem, market research, create interview list.

Week 2: Conduct interviews, extract patterns, draft value proposition.

Week 3: Create landing page, run survey, start small ad test.

Week 4: Pricing tests, MVP prototype test, collect validation metrics.

Customer Interview Template

1. Tell me about the last time you experienced this problem.
2. What did you try to solve it?
3. What frustrated you most?
4. How often does this happen?
5. What solutions have you paid for before?
6. What would the perfect solution look like?
7. Would you test an early version?

Survey Template (10–12 Questions)

1. How often do you face this problem?
2. What have you tried so far?
3. What frustrates you about current options?
4. How important is solving this problem?
5. Which features matter most?
6. What price feels too cheap?
7. What price feels fair?
8. What price feels too expensive?
9. Would you sign up for early access?
10. Would you pay for a beta version?

Pricing Test Template

Test version A and B with different price points.

Track: conversion rate, clicks on pricing, preorders, drop-off.

Landing Page Content Template

Headline: State problem clearly.

Subheadline: Show transformation.

3 Benefit bullets.

CTA: Join Waitlist / Early Access.

Optional: Pricing section.

Validation Spreadsheet Structure

Columns:

Step, Metric, Result, Benchmark, Pass/Fail, Notes.

The source: BusinessHer.com - blog about women entrepreneurship and success