

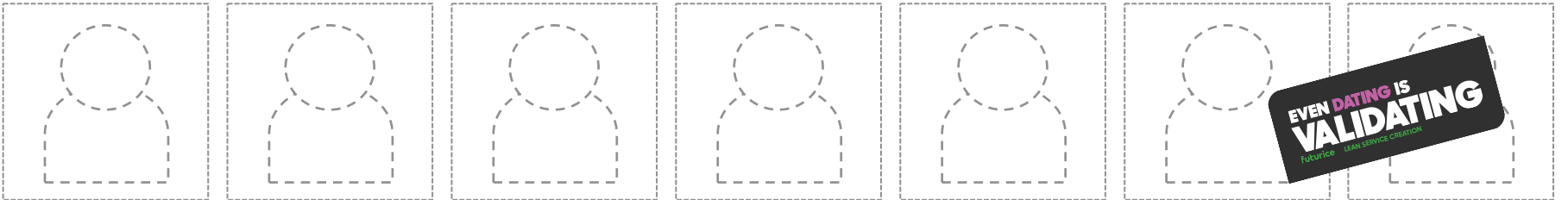
# VALIDATION

– don't assume, validate. Do what ever it takes to prove your concept is bad.

HOW WILL YOU VALIDATE YOUR VALUE PROPOSITION?

HOW WILL YOU VALIDATE YOUR CUSTOMER GROUPING?

HOW WILL YOU VALIDATE YOUR CUSTOMERS' WILLINGNESS TO PAY?



RESULTS

RESULTS

RESULTS

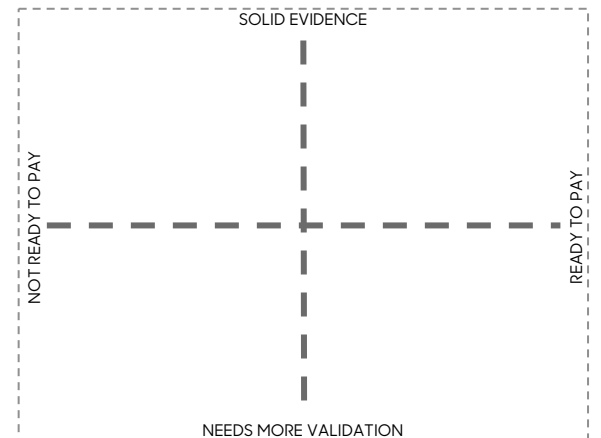
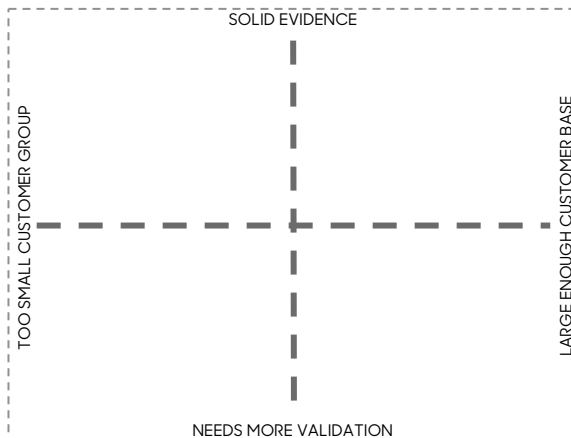
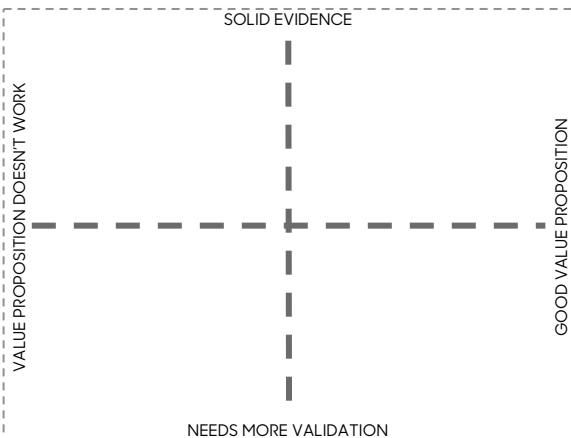
CONCLUSION

CONCLUSION

What size?

CONCLUSION

How much? €



SHOULD WE PROCEED?

No!

We have to iterate

Yes!



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