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Build your market-validation plan

Test demand before increasing the investment.

Choose one country–segment opportunity and cap the research budget. Use buyer behavior, procurement evidence and delivery economics. The worksheet is an exploratory planning aid, not proof of total market size.

How to use this worksheet

1. Write the buyer/problem/offer/trigger/route hypothesis.

2. Interview buyers about recent problems, alternatives, decision roles and requirements.

3. Test a scoped offer and record the commitment actually made, including conditions.

4. Review advance/adapt/pause gates agreed before testing.

Worked illustration

Illustrative sample: of ten logistics companies interviewed, six describe the problem, three agree to involve operations and one requests a scoped proposal. This supports further investigation, not a market-size estimate. Check purchasing authority, permitted data access and delivery costs next.

Eight to twelve initial interviews and a four-week exercise are optional planning choices, not validated thresholds. Enterprise purchasing may take much longer. Record contrary evidence and recruit beyond supportive contacts.

Your working record

Country / segment / buyer / problem / offer / trigger / route

Assumptions: importance / access / purchase / commitment / delivery / economics

Interview mix and questions about actual behavior

Evidence log: assumption / observation / source-date / confidence / contrary evidence

Offer scope, price basis, buyer action and conditions

Budget cap, timebox, owner and procurement/delivery checks

Advance / adapt / pause criteria agreed before testing

Review findings, unresolved risks and next investment decision