

Market Research

Research Steps	Descriptions
Current Market Conditions	
Market Size and Visibility	
Pain That is to be Healed	
Better Differentiation	
Target Audience Research	

Details and Instructions

Research Steps	Descriptions
Current Market Conditions	Assess the number of people who care about the solution. Always remember the way your idea intersects with what other people value.
Market Size and Visibility	Test the size of the potential target market by looking for all of the relevant key words to do with the idea on Google. What keywords would your customer search for?
Pain That is to be Healed	The best solutions take away a reoccurring pain point that the market knows it has. You need to show people how you can help remove or reduce pain. You are in the business of healing
Better Differentiation	Think bigger different and better. It's significance, not size, that matters.
Target Audience Research	Create a persona: the one person who would benefit the most from your idea. Take your idea to this person and discuss it with them in detail and even ask them to test it for free in return for feedback and confidentiality. Get much more relevant data