



«An **acid test** is any qualitative chemical or metallurgical assay which uses acid; most commonly, and historically, the use of a strong acid to **distinguish gold from base metals**» Is my business idea gold, or just base metal?

(or not even metal...)

IDEA

BUSINESS DEA

BUSINESS OPPORTUNITY

IDEA

BUSINESS DEA

BUSINESS OPPORTUNITY



BUSINESS | DEA

(problem-solution fit)

BUSINESS OPPORTUNITY



BUSINESS | DEA

(problem-solution fit)

BUSINESS OPPORTUNITY

(product-market fit)

ACID TESTING

The first strategic process to map the business opportunity

I. Need?

- I. Need?
- 2. Big enough market?

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- 3. Scalable business model?

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- 4. Competitive advantage?

- I. Need?
- 2. Big enough market?
- 3. Scalable business model?
- 4. Competitive advantage?
- 5. Team and timing?

Customer feedback Customer feedback Customer feedback Customer feedback





Customers



Customers Competitors



Customers
Competitors
Friends, fools and family with knowledge



Customers
Competitors
Friends, fools and family with knowledge
Interest organizations / NGOs



Customers
Competitors
Friends, fools and family with knowledge
Interest organizations / NGOs
Suppliers



«If I offered you a wonderful product that could solve all your problems, would you buy it?»

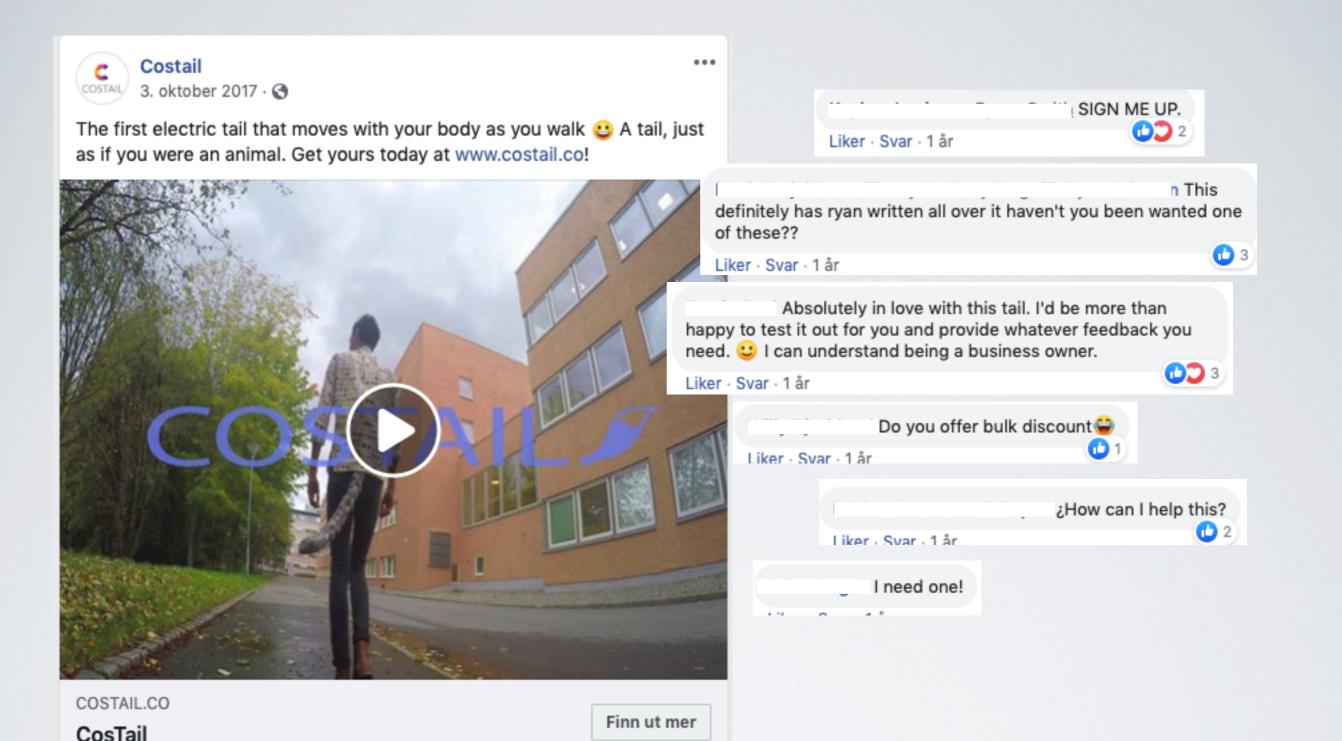
DON'T LOOK FOR A «YES»

LOOK FOR INSIGHT

What are the challenges with your solutions today?» **«How** could new solutions solve this better?» **«How** do you buy solutions like this? **Who** makes the decision of buying?»

«If ____(product) had ____ (attributes), I would buy X amount of your product for the price of Y»
«In our company, the users ____ (names, positions) recommend new products for ____ (name, position), who places the order»

ACTIONS >>> WORDS



693 kommentarer 541 delinger 78 k visninger

1 397

IN 3 DAYS:

€5,000 PRE-SALE

Letter of Intent

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IN 3 DAYS: LETTER OF INTENT

People love to talk about themselves Be interested!

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"«I'm a student studying ____ (insert relevant field), and got interest in what you do. Could you tell me more?»



CESP

Only one day
How much information can you get?

GOAL

Could one create a start-up with a sustainable business model based on this?

Is it worth spending the last three weeks of CESP working with this business opportunity?

Practical:

Phones
Contact logs
Presentations