Test your business idea

Find a real need before you commit.

Start with one customer

Choose a specific group of people and one problem they face. Describe what happens now, what it costs them in time or effort, and what they would like to change. A broad market is not yet a clear customer.

Listen before you sell

Speak to potential customers about the last time they faced the problem. Ask what they tried, what they paid for and why the existing option fell short. Record their words; avoid leading questions that simply invite praise for your idea.

Run a small, practical test

Offer a simple demonstration, sample or trial that you can deliver reliably. Explain what is included, what it costs and when it will be ready. Look for behaviour, such as a booking or a repeat enquiry, rather than relying on compliments.

Decide using the evidence

Write down what would persuade you to continue, change the offer or stop. Compare actual interest with the effort needed to deliver. A small test should answer a question, not become an expensive launch by accident.

A practical conversation guide. Adapt the steps to your business and location.

Your idea-testing worksheet

Customer

Who has the problem, and who makes the buying decision?

Problem

What did the last three people you spoke to actually experience?

Current alternative

How do they solve the problem today?

Your offer

What will you deliver, for whom, and within what time?

Test and evidence

What small action would demonstrate useful customer interest?

Decision

What will you continue, change or stop after the test?

Bring your idea and customer feedback to a conversation with MJE iNET. Tell us the sector, location and question you need to resolve.

Start a conversation

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