

VALIDATE YOUR PRODUCT IDEA IN 7 DAYS WITHOUT WRITING A LINE OF CODE



WHY SKIPPING VALIDATION IS THE MOST EXPENSIVE MISTAKE YOU CAN MAKE

Research consistently shows that lack of market need is among the leading reasons startups fail.

CB Insights has cited figures ranging from roughly 35–42% across various analyses, though their methodology — drawing on founder post-mortem blog posts rather than a representative statistical sample — means these numbers should be treated as directional rather than definitive.

Across studies, the pattern is consistent: building something nobody wants is a leading cause of startup death.

Building without validation is like renting an office before you have a single client.

The impulse to build feels productive.

It isn't.

The goal this week is evidence, not output.



**VALIDATE
FIRST.**




BILL NO MARKET NEED


DEVELOPMENT	\$120,000
INFRASTRUCTURE	\$35,000
MARKETING	\$45,000
OPPORTUNITY COST	\$50,000
TOTAL	\$250,000+


DAY 1-2: BUILD A LANDING PAGE WITH A WAITLIST BUTTON (48 HOURS)



**Stop losing client briefs
in your inbox:**
*the simple project intake tool
for solo consultants.*

 Save hours every week


 Capture every detail

 Start every project with clarity

Join the waitlist
Be the first to know when we launch.


Your email address


JOIN THE WAITLIST


 Early access • Special pricing
Help shape the product



DAY 2-3: RUN A SMALL AD TEST TO MEASURE STRANGER INTEREST


 Your network will be polite. Strangers won't. That's why you need to put a small budget behind the page and drive cold traffic to it.

 For search ads (Google), bid on the exact phrases your target customer would type when they're actively looking for a solution.

 For social ads (LinkedIn or Meta), target by job title, industry, and the behaviours that indicate someone is in your target segment.

THEN WATCH TWO NUMBERS:

- Click-through rate (CTR): does the ad copy resonate enough to get clicks?
- Conversion rate on the landing page: of those who click, how many join the waitlist?

 A low conversion rate doesn't mean the idea is dead. It could mean your messaging is wrong, you're targeting the wrong audience, or your headline doesn't communicate the value clearly.

That's useful information.

Fix the angle and test again, or take it to the discovery calls and ask people directly what didn't land.



DAY 1-3

(OVERLAPPING)

RUN 5-8 CUSTOMER DISCOVERY CALLS



LISTEN FIRST.
NOT SALES CALLS—
THEY'RE LISTENING SESSIONS.



ASK ABOUT THEIR WORLD.
UNDERSTAND THE PROBLEM
FROM THE INSIDE OUT.



FIND THE LANGUAGE.
WHEN FIVE PEOPLE SAY IT
THE SAME WAY, THAT'S
YOUR HEADLINE.

- ✓ **FIND INTERVIEWEES**
LinkedIn, Reddit, Slack,
former colleagues
- ✓ **MATCH TARGET PROFILE**
Not idea-enthusiasts
- ✓ **ASK SMART QUESTIONS**
Dig into their world
- ✓ **UNEARTH THE TRUTH**
Not compliments
- ✓ **CAPTURE THE LANGUAGE**
That's your edge

TELL ME
ABOUT THE LAST
TIME THIS PROBLEM
COST YOU REAL
TIME OR MONEY.

NOTES

- Their words
- Pain points
- Current workarounds
- * Key phrase: "TIME DRAIN"

FOUNDER
MODE
ON



DAY 4-6: FULFIL THE PROMISE MANUALLY

(THE WIZARD OF OZ TEST)

REAL VALUE.
REAL DEMAND.
REAL SIGNAL.



COMPETITOR RESEARCH

Name	Pricing	Features	Notes
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓

KEY INSIGHTS

- Feature gaps
- Positioning
- Opportunities

PRICING NOTES

USER PAIN POINTS

MANUAL WORK
↓

COMPETITOR REPORT

MARKET OVERVIEW

TOP COMPETITORS

- 1. [Bar chart]
- 2. [Bar chart]
- 3. [Bar chart]

INSIGHTS & RECOMMENDATIONS

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DAY 7: MAKE THE CALL AGAINST ONE NORTH-STAR METRIC



BY DAY SEVEN YOU HAVE REAL DATA: LANDING PAGE CONVERSION RATE, AD CTR, CALL NOTES, AND AT LEAST A FEW MANUAL FULFILMENT ATTEMPTS. NOW YOU NEED TO MAKE A DECISION.



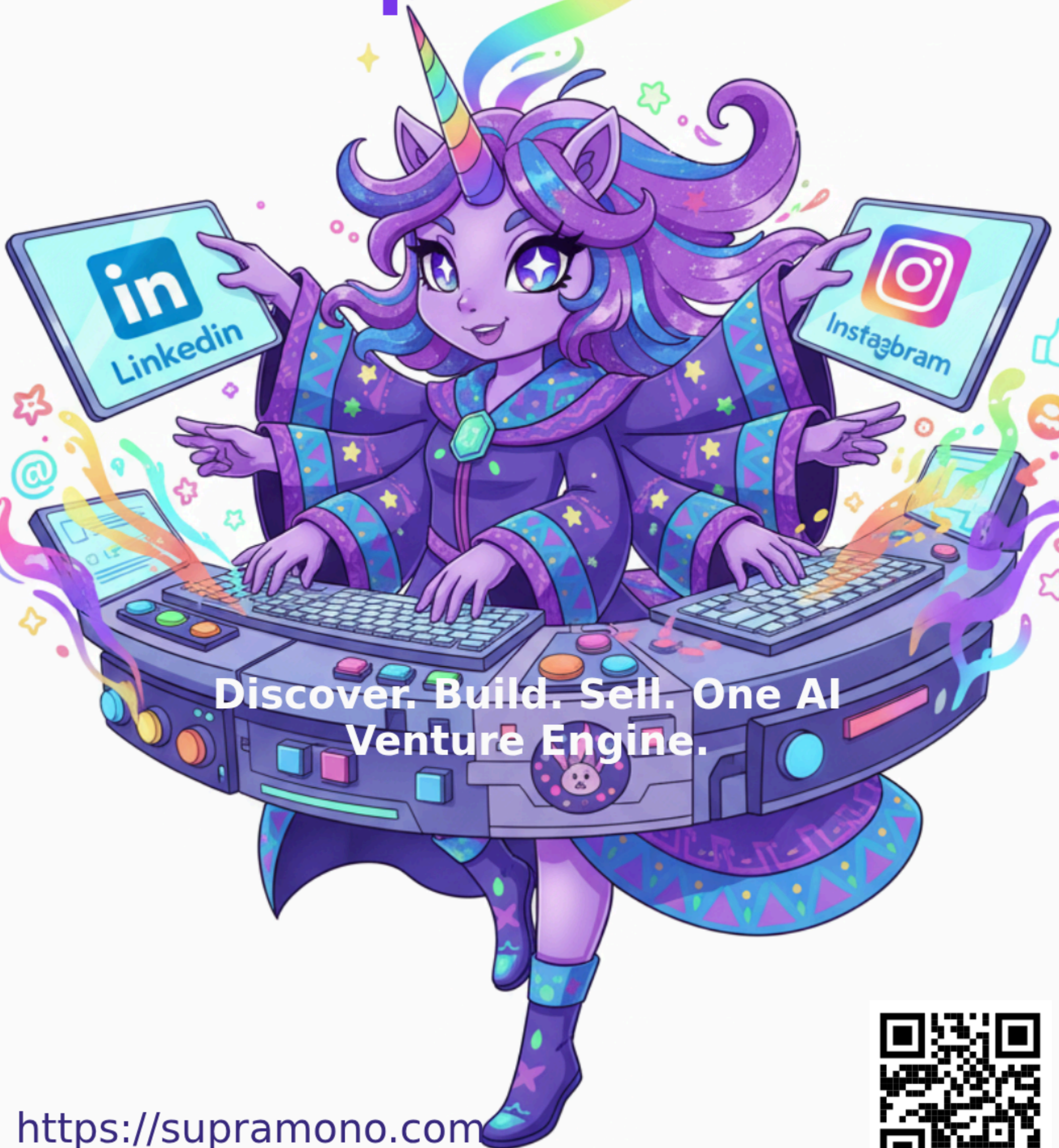
THE MISTAKE MOST FOUNDERS MAKE AT THIS POINT IS TRYING TO WEIGH EVERYTHING AT ONCE — THE CALLS FELT GREAT BUT CONVERSIONS WERE LOW, THE ADS BOMBED BUT THE LANDING PAGE DID FINE. WITHOUT A SINGLE NORTH-STAR METRIC, YOU'LL RATIONALISE YOUR WAY TO THE ANSWER YOU WANTED BEFORE YOU STARTED.



PICK ONE NUMBER BEFORE DAY ONE AND MEASURE EVERYTHING AGAINST IT.

SOME USEFUL OPTIONS: 

supramono



Discover. Build. Sell. One AI
Venture Engine.

<https://supramono.com>

