KONNECTIC
ENERGY
BECAUSE WORKING TOGETHER IS BETTER

# KONNECTIC ENERGY'S IDEA VALIDATION PLAYBOOK

Playbook By                              Kiara Thomas

We help passionate, idea stage tech entrepreneurs build and grow their dream by taking them from concept to market traction.

**Idea Validation | Evaluation | Funding | Development | Launch | Traction**

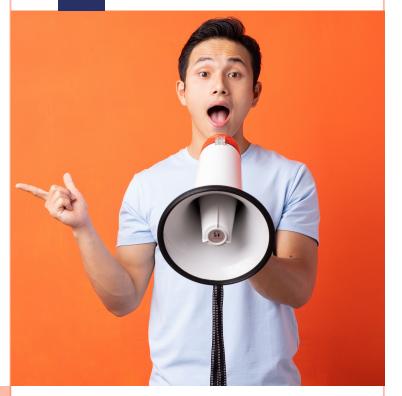# ABOUT OUR COMPANY

## Meet Konnectic Energy

A startup founder's journey is filled with anxiety and obstacles. Most of this is triggered by the daily nuisance of this question, "Am I building something people will actually buy?" This question haunts them, but despite its nagging early founders pour their money and time into building a product that may or may not sell. This is why we meet them at the idea stage and partner with them to validate their idea early on. Then if their idea is a good fit for a partnership with us we want to share the responsibility of building and launching the product as well as helping it gain early traction.

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# PROBLEMS WITH IDEAS

Every idea at first glance seems good. And rightly so! Most ideas deserve the opportunity to step up to the plate and be tested. The problem comes into play when founders are unable to make the decision to let go of a bad idea and go back to the drawing board. It's because they are invested too early. They never test the idea. They just build it. And later regret it.

- No Market Fit.
- The Product isn't really a solution to a problem.
- No clear direction.
- Founder Burnout.

# TO VALIDATE YOUR IDEA BEGIN WITH AN OFFER...

## The Minimal Viable Offer

The last thing you want to do is spend a lot of time and money building a product that no one wants. Don't rush to build it. Test the idea first.

Instead, get a clear value proposition in mind. At it's core, what will your product offer? What is the one thing that will make customers buy it?

Now begin to frame this value proposition into an offer. How can you give this to customers without the software product? Can it be a service? A weekly report? A document? Remember that later your software will automate this offer. How much can you charge for it? This should be a small fee. The goal here is to test whether people will buy your idea.

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# TO VALIDATE YOUR IDEA BEGIN WITH AN OFFER...

## Find Your Potential Customers

It's time to do some market research. Simply begin by researching your competitors. Remember that having competitors means you have an available market. If you believe you have no competitors, keep researching. You may even consider changing your idea. What type of people buy your competitors' products? Industry? Occupation? Titles/Positions? What do they do regularly?

Where do your potential customers spend their time? A social media platform? Their email inbox? Networking events? Social groups? Review sections? Find the place where you can access them. Be careful not to get lost in your research. Remember your mission. You need to test your idea. Research will continue for other objectives and you can do things like TAM, SAM, and SOM at that time.

# TO VALIDATE YOUR IDEA BEGIN WITH AN OFFER...

## Execute Your Plan To Get Early Buy In

You're ready to get in front of your customers. Don't hesitate. Just go for it.

Create a messaging sequence (text or voice). Speak only about the offer; not the product. Tell them about your offer and the cost. Then if they buy it you'll have gained early buy in. If not, tweak the offer and try again.

It's a good idea to continue offering this value proposition throughout development of your product. This group of early buyers can continue to be your testing group for each phase. They can help you shape the product into something they will actually buy. How will you retain these customer contacts? How will you continue communicating with them regularly?

Register to Validate Your Idea & Build It In 90 Days!

# WANT TO DO IT QUICKLY? JOIN THE 90-DAY CHALLENGE.

## Validate Your Idea & Build Your Product in 90 Days!

**Click To Get Started**

## Founder Mindset & Idea Validation

This is a 14-Week hands-on Idea to Concept to Customer Feedback to Prototype guided course where we help early founders first get paying customers then create a No-Code prototype that will allow them to ask potential customers key questions before beginning the next phase of growth.

## What You'll Gain During The Course

- Learn weekly habits for maintaining an ROI driven founder's journey.
- Learn how to craft a valuable offer and make money from your idea early on.
- Learn how to develop your product the lean way and get market feedback while you build your prototype so that you don't build a product that won't sell.
- Sell your product idea before you build it
- Build a sellable No-code product with a Live tutor that will help you build each feature

## Idea Evaluation & Next Steps

At the end of the 14-weeks, you will evaluate everything you've learned and consider next steps which will include an invitation to partner with us to scale your product in the market. If the concept doesn't meet our criteria, we'll advise on next steps which may include pivoting the product idea for the sake of profitability.

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# CHEERING YOU ON FROM HERE IS COOL BUT HAVING US IN YOUR CORNER IS BETTER.

**Click To Get Started**