

PRODUCT VALIDATION BRIEF

Define the opportunity.

Start from your evidence, not from the website you want to build.

1. Starting point + buyer + buying moment

No product / idea / Amazon or marketplace / offline brand or manufacturer

2. Product, offer, price + reason to buy directly

What will the buyer receive, and why choose your website?

3. Evidence you already have + what it does not prove

Record the source. Separate conversations, sign-ups, paid orders and delivered orders.

4. How you will reach relevant buyers

Distinguish friends, warm audiences and genuinely new buyers.

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Design the next honest test.

Define a loss limit, a review window and a decision before spending.

5. Order economics + acquisition ceiling

Revenue - expected order costs - required contribution = acquisition allowance.

6. Delivery readiness + unresolved risks

Product, safety, supply, dispatch, support, returns and applicable selling rules.

7. Riskiest assumption + test + maximum loss

Test only what you can offer and fulfil honestly.

8. Measure, observation window + decision rule

Continue narrowly / revise / stop this proposition / inconclusive. State the next step.