



ADB CAREC EAKPF  
Republic of Korea

# CAREC UNIVERSITY STARTUP GENERATOR 2024

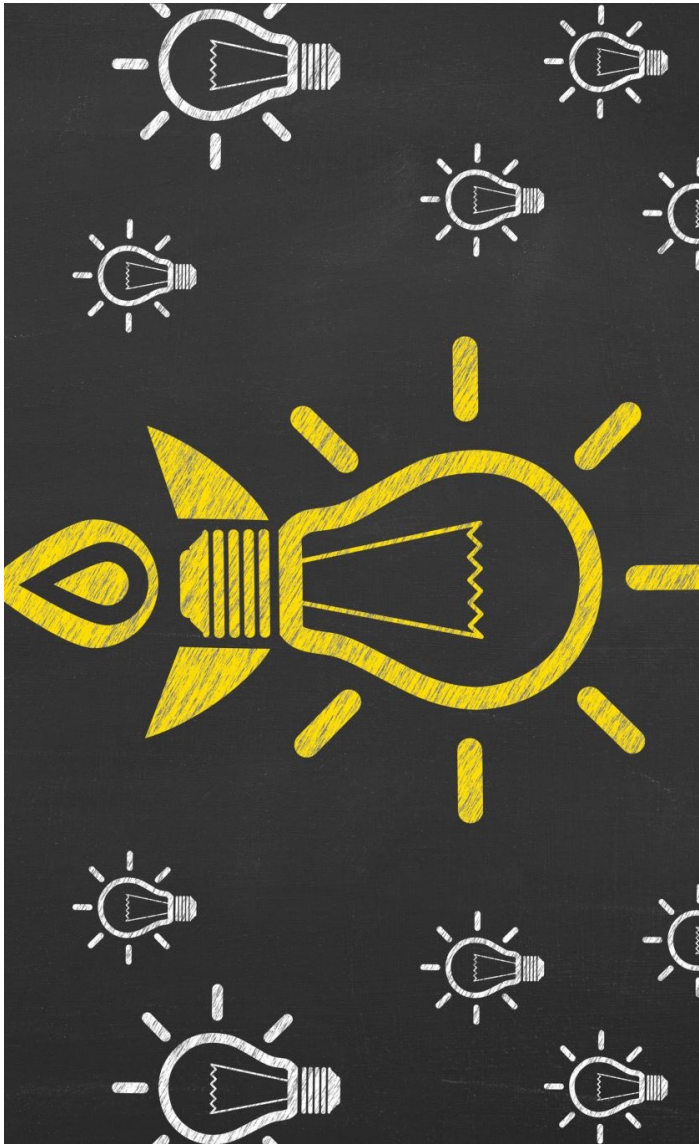
Empowering Tomorrow's Innovators

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## Problem and Solution Validation

Shayan Yar



# Understanding Idea Validation

- **Definition:** The process of gathering EVIDENCE to determine if your idea is worth pursuing.
- **Importance:**
  - Reduces RISK
  - Saves TIME and MONEY
  - Ensures your idea solves a REAL problem

# Objectives of Validation



MINIMIZE THE RISK  
OF FAILURE



CONFIRM THERE'S A  
MARKET NEED



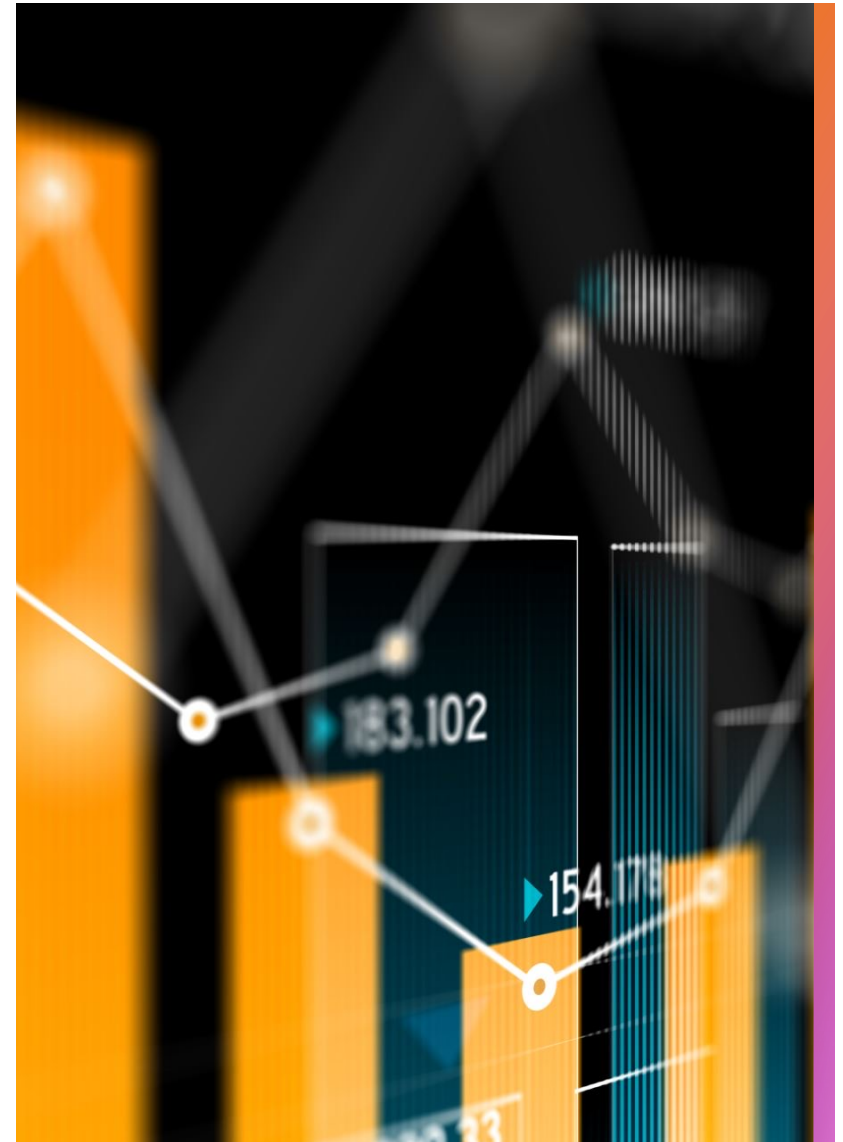
UNDERSTAND YOUR  
TARGET CUSTOMER



REFINE YOUR  
BUSINESS IDEA

# Market Research

- **Target Market:**
  - Who are they? (Demographics, psychographics, etc.)
  - What are their pain points?
  - How big is the market?
- **Trends:**
  - What's happening in your industry?
  - Are there emerging opportunities?



# Activity: Market Research Report (15 minutes)

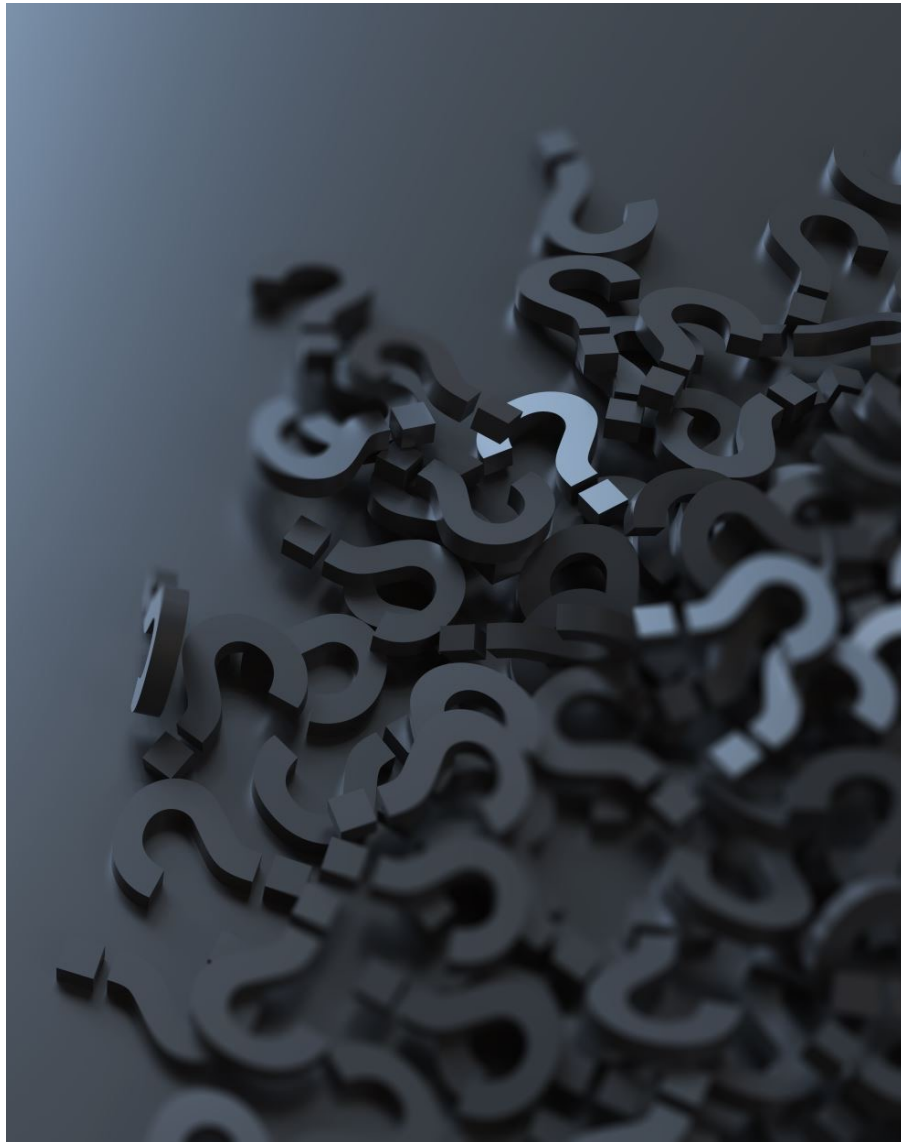
## Instructions:

1. In groups, identify your target market
2. Use AT LEAST 3 sources to research market size & trends
3. Prepare a BRIEF report to share

## Resources:

- Statista: A vast database of statistics and reports across industries
- Google Trends: Shows interest in a topic over time and by region
- Pakistan Bureau of Statistics
- Your local library or university databases: Often offer free access to valuable resources





# Customer Interviews & Surveys

## **Hypothesis:**

- What problem do you think you're solving?
- What value does your solution provide?

## **Interviews:**

- Ask OPEN-ENDED questions
- Listen more than you talk

## **Surveys:**

- Gather QUANTITATIVE data
- Keep it short and focused

# Activity: Interview & Survey Planning

## Instructions:

1. Develop a plan for 5 customer interviews
2. Craft a survey with 5-10 questions

## Tips:

- Where will you find interviewees?
- How will you distribute the survey?



# Solution Validation

## **Problem-Solution Fit:**

- Does your solution REALLY address the problem?

## **Validating Demand:**

- Landing pages
- Pre-orders
- Social media buzz





# Activity: Landing Page & Metrics

- **Instructions:**

1. Choose a landing page builder:
  - **HubSpot:** Great for beginners, offers free templates and analytics
  - **Carrd:** Simple and stylish, ideal for single-page sites
  - **Mailchimp:** Free landing pages for email list building
2. Create your landing page:
  - Include a clear headline and value proposition
  - Use visuals to grab attention
  - Add a strong call-to-action (e.g., sign-up, pre-order)
3. Integrate Google Analytics:
  - Create a free Google Analytics account
  - Get your tracking ID from the admin settings
  - Add the tracking ID to your landing page (instructions will vary depending on your builder)
4. Promote your landing page:
  - Share on social media, email, and other channels
5. Track your metrics:
  - Monitor visitors, bounce rate, conversion rate, etc. in Google Analytics



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# Q&A

