FREE AI RESOURCE 05

Business Idea Validation With AI

Gather evidence before investing heavily in a new idea.

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PRACTICAL • CLEAR • ACTION-FOCUSED

OUTCOME

Gather evidence before investing heavily in a new idea.

What problem this solves

AI can help organise questions, compare alternatives and design tests, but it cannot prove that a business will succeed. This guide helps you define the problem, examine demand signals, interview customers, run low-cost tests and make a go, modify or stop decision based on evidence.

Who it is for

Aspiring entrepreneurs, diaspora workers exploring a side business, freelancers and small-business owners.

When to use it

- You have an idea but limited evidence that customers want it.
- You are considering spending money on branding, stock or software.
- You need a disciplined way to learn before launching fully.

Information to prepare

Complete what you know. Write 'unknown' when the information is not available; do not guess.

Idea: ______________________________

Problem solved: ______________________________

Target customer: ______________________________

Location or market: ______________________________

How customers solve it now: ______________________________

Known competitors: ______________________________

Expected price: ______________________________

Customer affordability: ______________________________

Evidence already collected: ______________________________

People available to interview: ______________________________

Budget for testing: ______________________________

Time for testing: ____________________

Main risks: ____________________

Main copy-ready AI prompt

Copy the prompt below into ChatGPT, Gemini or another capable AI assistant. Then paste your completed context form after it.

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ROLE
Act as a practical problem-solving partner specialising in business idea validation with ai.

TASK
Analyse the context I provide after this prompt and help me make a better decision and take
practical action.

ANALYSIS REQUIRED
1. Define the customer problem and test whether it is frequent, important and currently
addressed.
2. Separate strong demand signals from weak signals such as likes or compliments.
3. Map alternatives and competitors, including doing nothing or solving it manually.
4. Assess affordability and willingness to pay without assuming they are identical.
5. Create neutral customer interview questions that do not sell the idea.
6. Design low-cost validation tests with clear learning goals.
7. Identify legal, operational, financial and market risks that need qualified review.
8. Define evidence thresholds for go, modify or stop.

RULES
- Do not invent missing facts, data, customer feedback, prices, people, policies or results.
- Separate facts I provided, assumptions, and missing information.
- Ask only essential questions when the answer cannot be completed safely without them.
- State uncertainty clearly and explain what evidence would reduce it.
- Account for my budget, location, skills, time and available resources.
- Prioritise recommendations instead of giving a long unranked list.
- Prefer ethical, legal, low-risk and reversible tests when evidence is weak.
- Give practical next actions with an owner, timing and success measure where possible.
- Do not guarantee results.
- Flag legal, medical, financial or other high-stakes points that need qualified
professional advice.

OUTPUT FORMAT
1. Idea and problem summary
2. Evidence strength
3. Alternatives and competitors
4. Interview plan
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5. Validation tests
6. Risks
7. Go / modify / stop criteria
8. Next decision


MY CONTEXT
I will paste my completed context form below. Start by checking whether the information is
sufficient.
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Prompt improvement tip: If the first answer is too broad, ask AI to show which missing evidence would most change the recommendation before requesting more ideas.

Demand signals

- Stronger: repeated problem stories, existing spending, deposits, pre-orders or active switching.
- Useful: qualified waitlist sign-ups, completed interviews and requests for a specific solution.
- Weak alone: likes, views, polite praise, family encouragement or AI-generated market estimates.

Low-cost validation tests

- Interview 8-12 people who match the target customer.
- Offer a manual pilot before building automation or buying inventory.
- Create a simple landing page with a real next step and track qualified responses.
- Ask for a deposit or other meaningful commitment only when terms are clear and ethical.
- Compare the idea against the customer's current alternative.

Decision rules

- GO: evidence supports the problem, customer, willingness and feasible delivery.
- MODIFY: the problem is real but the customer, offer, price or delivery method needs change.
- STOP: evidence is consistently weak, risk is unacceptable or the model is not feasible now.

Practical example

FICTIONAL EXAMPLE

Fictional scenario: A worker in Toronto considers a halal meal-prep subscription for busy families. Instead of buying equipment immediately, they interview target households, compare existing options, test a small pre-ordered weekend menu and track repeat intent, food cost, preparation time and delivery difficulty.

How to use the AI answer

- Do not let AI-generated confidence replace real customer evidence.
- Compare what people do and pay for, not only what they say they like.
- Use a modify decision when the problem is real but the first solution is weak.
- Set a date to stop testing and make the next decision.

Mistakes to avoid

- Building the product before confirming the problem.
- Interviewing only friends who want to encourage you.
- Asking leading questions such as 'Wouldn't this be useful?'
- Treating a large market as proof you can reach a specific customer.

Next action

Use Resource 04 to clarify the validated offer, then Resource 06 to plan a focused marketing test.

Find every free resource at hassan-yusuf-ai-education.mrhassanyuusuf.chatgpt.site/resources.

Responsible use

IMPORTANT

AI can assist with analysis, planning and content creation, but outputs may contain errors. Verify important information and use qualified professional advice for legal, medical, financial or other high-stakes decisions.