

## IDEA MAD LIB – THE IDEA VALIDATION WORD GAME.

Fill in the blanks and read it back to yourself. Read it to your friends. If everything reads well, lets move to the next step.

Hi, my name is

I recently had a great idea which is

I came up with this idea when

I am new to bringing my ideas to life, but I have a

which gives me motivation to proceed.

I believe my idea is something others will also want because

or even need because

After thinking through my idea, I am confident people will be willing to pay me

for my idea and I know this because

In addition, I did a little research and estimate my idea will cost me

My impact for making this idea a reality is to effect

(quantity of) users

with my idea and/or make a target revenue of

Starting right now, I am going to check if my idea is worthy of proceeding forward by validating my idea can achieve the targets I have established. If not, I am going to modify my idea, until I can quantifiably justify proceeding forward.