

# Market Validation Checklist

Use this document when you are in the Conceive phase of the Optimal Product Process™ and are generating, prioritizing and validating ideas. It will help you to quickly determine if you should proceed with an idea or eliminate it from consideration altogether.



**280 Group™** Optimal Product Management and Product Marketing™  
Helping companies deliver products that delight their customers and produce massive profits™

This document is part of the 280 Group Product LifeCycle Toolkit™ and the corresponding training course, Optimal Product Management & Product Marketing™. To purchase a copy of the toolkit or find out more about the training course go to [www.280group.com](http://www.280group.com).

	<b>Company</b>	<b>Product</b>	<b>Is it a Match: Yes or No?</b>
<b>Vision</b>	Put the company's vision statement here	Put the company's vision statement here	
<b>Brand</b>	What is the company's brand?	What would you like the product's brand to be?	
<b>Positioning</b>	How is the company positioned in the market place?	How might the product be positioned in the market place?	
<b>Competency</b>	What are the company's core competences that currently exist or can be acquired?	Does the product take advantage of the company's core competencies?	
<b>Distribution</b>	What distribution channels does the company currently have?	What distribution channel will the product need?	
<b>USP</b>	What is the company's USP?	What are the product's USPs?	
<b>Value</b>	What value does the company provide?	What value does the product provide?	
<b>Market Size</b>	What is the minimum size market your company will choose to enter	What is the market size for this product?	
<b>Growth Rate</b>	What growth rate does your company require for new markets?	What growth rate does this market have?	
<b>Strategic Fit</b>	What is your company's strategy?	What is the strategy for this product relative to the entire company portfolio?	