

Business Strategy / Startup Planning

The Startup Idea Validator

Evaluate a business idea across market demand, competitive landscape, execution feasibility, and profit potential before you invest time or money.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Idea Validation, Market Research, Feasibility Analysis

Updated: May 2026

Why This Prompt Exists

Most startup ideas fail because founders don't validate them before building.

You get:

- months of development on an idea nobody wants
- solutions looking for problems (no market demand)
- ignored competitive threats (too crowded)
- unrealistic assumptions about costs or revenue
- wasted time, money, and energy

But validation is not guessing.

It is systematic evaluation before commitment.

- Market demand: how many people have this problem?
- Competition: who else is solving it?
- Feasibility: can you actually build/deliver it?
- Profit potential: will it make money?
- Differentiation: why you vs. competitors?

Without validation, you're gambling.

This framework forces AI to pressure-test startup ideas before you build.

The Prompt

Assume the role of a startup advisor who pressure-tests business ideas before founders invest time and money.

Your task is to validate a startup idea.

Generate:

1. MARKET DEMAND SCORE (1-10)

- Problem severity (how much does it hurt?)
- Audience size (how many people have this problem?)
- Willingness to pay (will they pay for a solution?)

2. COMPETITIVE LANDSCAPE SCORE (1-10)

- Number of competitors
- Competitor strength
- Your differentiation potential

3. EXECUTION FEASIBILITY SCORE (1-10)

- Technical complexity
- Required resources
- Founder expertise match

4. PROFIT POTENTIAL SCORE (1-10)

- Revenue model viability

- Margin potential
- Scalability

5. OVERALL VALIDATION SCORE (1-10)

- Weighted average
- Recommendation (Go / No Go / Pivot / Test)

6. BIGGEST RISK IDENTIFICATION

- The single biggest threat to this idea's success

7. NEXT STEPS (to validate before building)

INPUTS:

Idea Description:

[DESCRIBE YOUR STARTUP IDEA]

Target Customer:

[WHO WILL USE IT?]

Problem Solved:

[WHAT PAIN POINT DOES IT ADDRESS?]

Proposed Solution:

[HOW DOES IT WORK?]

Revenue Model:

[HOW WILL IT MAKE MONEY?]

Founder Expertise (relevant experience):

[DESCRIBE]

Estimated Time to MVP:

[WEEKS OR MONTHS]

Estimated Budget Required:

[INSERT \$]

RULES:

- Market demand: problem severity is most important (8+ for high potential)
- Competition: crowded markets need strong differentiation
- Feasibility: technical complexity vs. founder skills
- Profit potential: unit economics must work at scale
- Overall score: below 6 = No Go, 6-7 = Test, 8+ = Go
- Biggest risk must be specific (not "general execution risk")
- Next steps must be actionable (not "do more research")

How To Use It

- Be honest about the problem severity (don't overestimate).
- Research competitors before running this prompt.
- If overall score is below 6, seriously consider pivoting.
- The biggest risk is your priority to mitigate first.
- Use next steps to design a low-cost validation experiment.

Example Input

Idea Description: A mobile app that helps freelancers track project time, send invoices, and manage clients in one place.

Target Customer: Freelancers with 1-5 years of experience (200k+ potential users)

Problem Solved: Freelancers waste 5+ hours/week on admin tasks (tracking time, creating invoices, chasing payments)

Proposed Solution: All-in-one mobile app with timer, invoice generator, payment tracking, and client portal

Revenue Model: Freemium (free up to 5 clients, \$15/month for unlimited)

Founder Expertise: 5 years as freelance designer, basic coding skills

Estimated Time to MVP: 4 months (need to learn more coding or hire developer)

Estimated Budget Required: \$15,000 (developer, design, launch)

Why It Works

Most startups fail because they don't validate early.

This framework improves outcomes by forcing:

- market demand scoring (problem severity)
- competitive analysis (differentiation)
- feasibility assessment (execution risk)
- profit potential modeling (unit economics)
- risk identification (focus)

Great startup validation doesn't kill ideas — it saves you from building the wrong ones.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI business strategy tools, startup frameworks, and practical strategies for founders and entrepreneurs.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Startup Financial Projection Prompt](#)