


# **Activity 1: Customer Discovery & Development**

# What is this about?

The Customer Discovery & Development survey is designed **to assist startups in validating your idea & the market, as well as understand your customer preference and trends.**

- submit **10-15 questions in MCQ** format alongside your Project Name in a word document/pdf to [pmo@beyond4.tech](mailto:pmo@beyond4.tech).
- These questions will be uploaded and added into a survey link which then can be shared to your target audience.

**AGRONETICS**

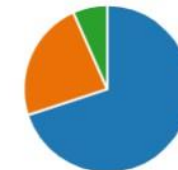
**Agronetics by SelesAI Ventures**  
**Survey Form**

Thank you for participating in our survey. We know that your time is precious, so we promise to keep it short. We will be done in less than 5 minutes!



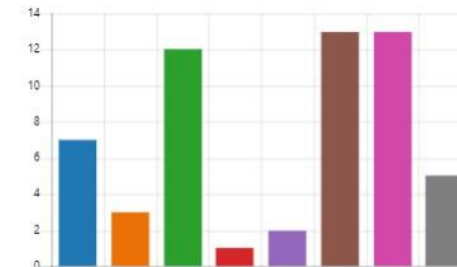
1. Are you familiar with the concept of Internet of Things (IoT) and its applications in different of your industries?

Yes	21
Don't know much	7
Not familiar	2



2. Which industry sector does your business/field/expertise belong to?

Automotive	7
Petroleum	3
Agriculture	12
Healthcare & Pharmaceutical	1
Retails & Distribution	2
Manufacturing	13
Education	13
Other	5



3. How would you rate the importance of precision and efficiency in your business operations? (e.g. introducing automation from manual-based system)

Extremely important	17
Very important	12
Somewhat important	1
Not very important	0
Not at all important	0



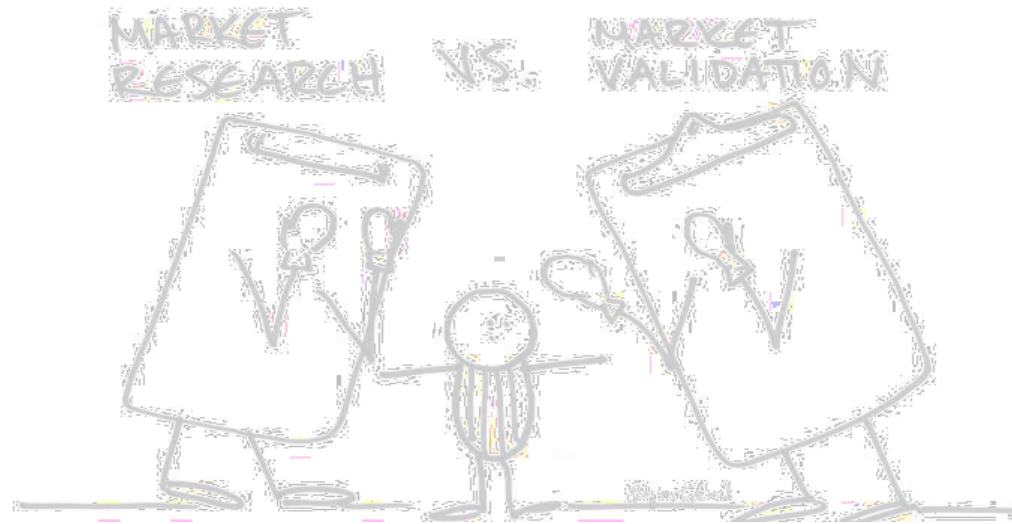
# What is **market validation**?

Market validation is the process of **confirming the demand** for a product or service within the target market before committing resources to its development.

The process is very similar to product/idea validation and helps you answer some key questions:

- 1. Who is my TARGET MARKET?**
- 2. Is my product idea in DEMAND?**
- 3. Are people WILLING TO PAY for my product?**

**Our survey should answer all of them**



## Market Research

- Gathering **information about the market, competitors, industry trends, and customer preferences.**
- It helps you understand the **broader market landscape** and provides insights into market size, target audience demographics, and competitive analysis.
- Market research is typically conducted before market validation and serves as a foundation for the validation process.

## Market Validation

- **Testing your assumptions and validating the demand** for your specific product or service.
- Gathering of feedback directly from potential customers and analyzing their response to your offering.
- Helps you determine if there is a genuine market need for your startup idea and guides you in refining your offering to meet that need.

# Why you should do Market Validation?



**Confirms** that the product solves a genuine customer problem



**Reduces the risk** of developing a product that won't be profitable



Helps teams **allocate resources** in the most optimal way



Shape your **marketing efforts** and product messaging.



Great opportunity to start **building relationships** with early adopters and recruit beta testers.



Insights into **customer perception** of the product for product iteration and refining

# Startups with different stages of product development

## Startups without Product Validation

- **Validate assumptions.**
- **Understand customer needs, pain points, and preferences** to refine the value proposition and product features.
- Use survey results to **adjust your product idea** and ensure it fits the market.



## Startups with Existing Products in the Market

- Gather customer **feedback**: satisfaction levels, identify **areas for improvement**, and uncover **new opportunities**.
- Prioritize **ongoing engagement** for market responsiveness
- Leverage insights to enhance marketing, support, and overall product experiences to **boost customer loyalty and retention**.

# 1 Define Your Specific Target Audience

## Guidance on Identification and Prioritization

### WHO??

- Identify specific demographics, psychographics, and behaviors that align with your product or service offering.
- Consider factors such as age, gender, location, income level, occupation, interests, and purchasing behaviors when defining your target audience.



Prioritize target customers who are **most likely to benefit from** your product or service and are **willing to pay for it**.



Create a **buyer personas** or profiles to better understand the motivations, challenges, and preferences of different customer segments



**Align your startup's value proposition with the pain points** and preferences of the target audience.



**Iterate** on your target audience definition based on feedback and insights gathered during the validation process

## 2. Guidelines on Structuring the Survey

Start with intro questions to set context and provide background about your startup and offerings.



Progress from general to specific inquiries.



Use various question types (multiple-choice, Likert scale, ranking, matrix) for diverse feedback..



Include ample space for open-ended questions to capture opinions, suggestions, and concerns.

Craft Clear, Concise, and Relevant Survey Questions

Use Open-Ended and Closed-Ended Questions

**Include questions** that address key areas such as:

- **Pain points or challenges** that customers face and seek solutions for.
- Product or service features that are **most valued** by customers.
- **Channels and sources they rely on for information** related to the startup's industry or offerings.
- **Factors influencing their purchasing decisions**, including price sensitivity, brand loyalty, and user experience.
- **Demographic details** such as age, gender, occupation, income level, and geographic location to segment the target audience effectively.



## 3. What to Avoid

*"How satisfied are you with our amazing customer service?"*

### **Biased Questions**

Keep questions neutral and objective.

*30+ questions*

### **Overwhelming Length**

Keep the survey concise to prevent survey fatigue and maintain response rates

*"What is your proclivity towards engaging with our cutting-edge technological innovations?"*

### **Complex Language**

Use simple language to ensure questions are easily understood by all participants.

*"Do you find our website easy to navigate and informative?"*

### **Double-Barreled Questions**

Address one issue per question to prevent confusion and aid interpretation

*"Given our reputation for excellence, how likely are you to rate our product highly?"*

### **Leading Statements:**

Maintain neutrality in questions to obtain unbiased feedback from respondents.

*"How often do you interact with our brand?"*

### **Ambiguous Questions**

Be specific and precise to avoid confusion and inaccurate responses.

## 4. Distribution Channels



### **Social Media**

Utilize platforms like Facebook, Twitter, LinkedIn, and Instagram to share the survey with a wide audience. Consider using targeted ads to reach specific demographics



### **Email Newsletters**

Send the survey to your startup's email subscriber list. Craft a compelling subject line and include a clear call-to-action to encourage participation



### **Direct Outreach**

Personally reach out to potential respondents via email, phone calls, or direct messages. This can include existing customers, contacts in your network, or industry influencers.



### **In-Person Interviews**

Conduct face-to-face interviews with target customers at events, conferences, or networking meetups. This allows for more in-depth conversations and the opportunity to gather qualitative feedback.



### **Leverage On Existing Networks**

Utilize existing networks (friends, family, colleagues, mentors, advisors, existing customers) to distribute the survey. Encourage contacts to share it with their networks for wider reach.



The popular accommodation marketplace, started as a simple website where the founders offered air mattresses in their living room.

By validating their idea through market research and gathering feedback from early users, they realized the potential demand for a platform that connects travelers with unique accommodation options. This led to the creation of the multi-billion dollar company we know today.



Before investing heavily in building their product, the founders created a video demonstrating the concept and shared it with potential users.

The overwhelming positive response they received validated the market need for an easy-to-use cloud storage solution. This market validation allowed Dropbox to secure funding and grow into a widely used platform.