

# Business Model Validation Template

Start-Ups help to test new business ideas in areas with limited knowledge and with less investment. To test their potential, a number of hypothesis need to be validated before their business model is added.

Use this template to formulate the key hypothesis and provide an evidence score to track updates and progress.

Business Model Case Name	Version	Total Score <b>/ 45</b>	Scores for Validation 1... an untested assumption 2... validated by experts 3... validated by multiple context-specific data
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### The Business Model we test ...

**... has the following value proposition ...**  
describe what you want to offer to whom, why and how

**... and we create value by ...**  
describe what you need to create value

**... and we want to amortise the costs by ...**  
describe how you collect money

### Desirability

**... We address the current problem of ...**  
describe the unmet need

Score

**... It's a problem for ...**  
describe the target audience

Score

**... and the severity of the problem is ...**  
describe the importance of the problem

Score

**... It is not yet solved because ...**  
describe why the problem exists

Score

**... If solved, the target group will value ...**  
describe what the target group will earn

Score

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**Our evidence score for desirability is**

Sum

### Viability

**Our total addressable market is ...**  
describe the size of your target market

Score

**For today's solutions, they pay ...**  
describe the competitive pricing

Score

**With our solution, we can expect max ...**  
describe the maximum possible return

Score

**And our target group is willing to adopt if ...**  
describe your competitive positioning

Score

**Thus, our reachable market is ...**  
describe the revenue you will realistically gain

Score

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**Our evidence score for viability is**

Sum

### Feasibility

**... We address the current problem of ...**  
describe the unmet need

Score

**... It's a problem for ...**  
describe the target audience

Score

**... and the severity of the problem is ...**  
describe the importance of the problem

Score

**... It is not yet solved because ...**  
describe why the problem exists

Score

**... If solved, the target group will value ...**  
describe what the target group will earn

Score

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**Our evidence score for feasibility is**

Sum