



Discovery & Validation Workshops



Fail fast. Learn fast. Build smarter.

The best digital products solve real problems, not just conceptual ones. Our Discovery & Validation Workshops are designed to uncover the truths about your product idea, helping you avoid costly missteps and ensuring your solution meets genuine market needs.

Do you know how your end user really feels about your product? This workshop is your essential first step toward turning a concept into something meaningful, impactful, and viable

Why Validate Your Product Idea?

Fail Before You Build:

By identifying risks and opportunities early, we help you avoid pouring time, energy, and money into an idea that may not resonate with users. Validation lets you fail fast and adjust smarter.

Real Feedback From Real Users:

We gather unbiased, behavior-based insights from potential users. Our approach avoids the pitfalls of confirmation bias. Your mum might love your idea, but will your audience? Instead, we focus on actionable feedback that reflects authentic needs.

Minimise Risk of Misalignment:

Validation ensures you're solving the right problem for the right people. By testing assumptions and understanding your audience's pain points, we set the foundation for building something they truly need, not just what sounds good on paper.



What's Included?

1. In-Depth Research & Risk Assessment:

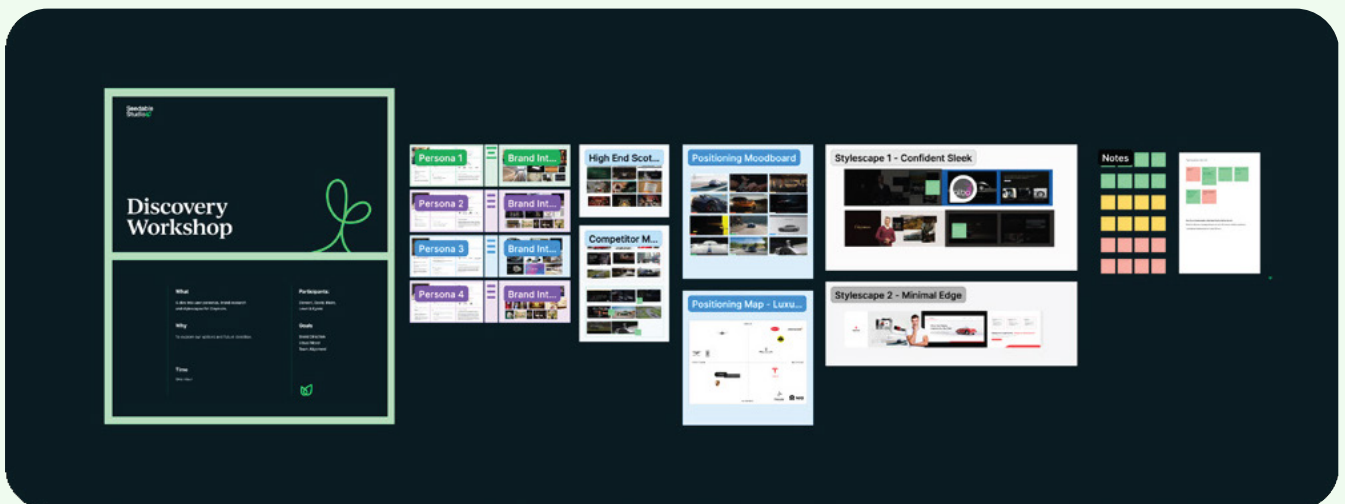
- Market research and persona development
- Back-end technical review and UX/UI analysis
- Initial insights into user behavior, challenges, and market opportunities

2. Discovery Workshop:

- Collaborative sessions to explore purpose, vision, and assumptions
- Detailed breakdown of risks and opportunities
- Practical frameworks to start validating your concept
- Exploration of strategic revenue streams

3. Your Validation Blueprint

- Identify the key questions to ask your users:
 - Is this problem real?
 - How are they solving it today?
 - What motivates their decisions?
- Develop an action plan to test your assumptions and gather user feedback
- Gain clarity on whether your idea is ready for the next step, or needs refining





Why Validation Matters.

- Build confidence by answering the most critical question: "Is this worth pursuing?"
- Avoid the trap of "building blind" by deeply understanding your audience's goals and pain points.
- Lay the groundwork for creating an MVP that resonates with real users.
- Set yourself up for success and sustainable revenue.

What's Next?

Following this workshop, we take our findings into the Validation Process: a comprehensive package where we turn insights into actionable MVPs and test them directly with end users. This ensures your product idea not only survives scrutiny but thrives in its intended market.

Pricing

The Discovery & Validation Workshop is available for £6500 (VAT excluded), with optional customisations to fit your specific needs.

Start Your Validation Journey Today.

Let's uncover the potential of your idea and set it up for success. Reach out to us to book your workshop.

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