



ACCELERATING
BANGLADESH

A Comprehensive Guide to Researching and Validating Your Startup Idea

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AUTHORITY



Digital Entrepreneurship And
Innovation Eco System Development Project



TOPIC

- **Understanding the Problem and Identifying the Market Need**
- **Conducting Primary Market Research**
- **Validating the Problem-Solution Fit**
- **Testing the Market**
- **Analyzing the Data and Iterating**
- **Building a Strong Business Model**
- **Seeking Validation from Industry Experts**
- **Preparing for Scalability**
- **Documenting Your Research and Business Model**
- **Validating the Problem-Solution Fit**

Understanding the Problem and Identifying the Market Need

Purpose

To ensure your startup idea solves a real, specific problem for a defined group of people.



Documentation



Analysis



Competitors



Persona

Understanding the Problem and Identifying the Market Need

Documentation

Write down the problem clearly—who's facing it and why it matters.

Competitors

Check who else is solving it and how.

Analysis

Conduct a **PEST analysis** (Political, Economic, Social, Technological) of the small business ecosystem in Bangladesh using reports.

Persona

Create a basic profile of your target customer (age, job, lifestyle, pain points).

Conducting Primary Market Research

Purpose

To gather firsthand insights directly from your target audience and validate assumptions with real data.



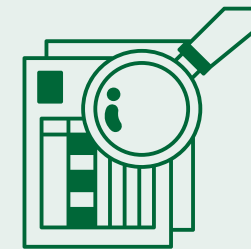
Surveys



Interviews



Focus Groups



Observation

Conducting Primary Market Research

Surveys

Online or offline questionnaires to understand user preferences.

Focus Groups

Group discussions to get deeper insights and reactions.

Interviews

Talk 1-on-1 with potential users to learn their problems.

Observation

Watch how people currently behave or solve the problem.

Validating the Problem-Solution Fit

Purpose

To confirm that your solution is valuable and relevant to the customer's problem before investing heavily.



MVP



Landing Page



Pre-order Campaign

Validating the Problem-Solution Fit

MVP

Launch the simplest version of your idea.

Landing Page

Create a one-page website or Facebook page to test interest.

Pre-order Campaign

Ask customers to pay upfront if they really want it.

Testing the Market

Purpose

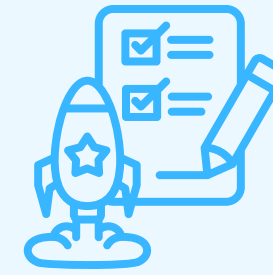
To assess genuine interest in your product before a full launch.



Smoke Testing



A/B Testing



Piloting

Testing the Market

Smoke Testing

Run ads or a fake product page to see if people click.

A/B Testing

Try two versions of a feature or ad to see which performs better.

Piloting

Launch to a small group before going big.

Analyzing the Data and Iterating

Purpose

To use data for informed decisions on whether to continue, pivot, or improve your product.



Data Analysis



Qualitative Feedback



Decision Making

Analyzing the Data and Iterating

Data Analysis

Look at numbers—
clicks, signups, interest.

Qualitative Feedback

Focus on why people
like or dislike your
idea.

Decision Making

Use what you learned
to change, improve, or
even pivot.

Building a Strong Business Model

Purpose

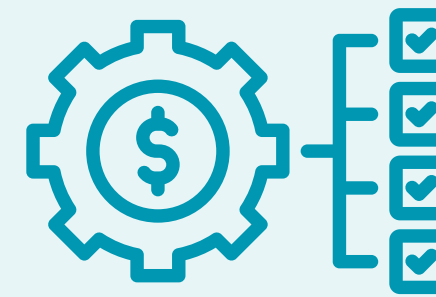
Define how your startup will create, deliver, and capture value.



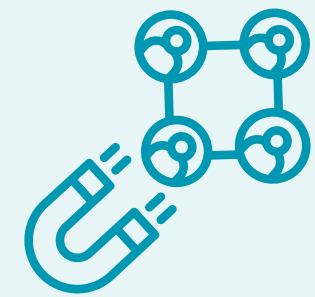
Value Proposition



Revenue Streams



Cost Structure



Customer Acquisition

Building a Strong Business Model

Value Proposition

What's the core benefit you're offering to your customer?

Cost Structure

What are your main costs (tech, team, marketing)?

Revenue Streams

How will you earn money (sales, subscriptions, etc.)?

Customer Acquisition

How will you attract and retain users?

Seeking Validation from Industry Experts

Purpose

Gain insights and validation from industry professionals, mentors, or potential investors to improve your business idea.



Expert Feedback



Pitch Deck



Networking

Seeking Validation from Industry Experts

Expert Feedback

Get advice from mentors, advisors, or professionals.

Pitch Deck

Prepare a short slide deck to explain your idea clearly.

Networking

Meet people in your industry to get insights and support.

Preparing for Scalability

Purpose

Ensure your business is ready for growth by estimating market size, ensuring legal compliance, and planning for operational challenges.



Market Size



Legal Compliance



Operational Challenges

Preparing for Scalability

Market Size Estimation

Know how big the opportunity is.

Legal Compliance

Make sure your startup follows all legal rules.

Operational Plan

Understand how your business will run as it grows.

Documenting Your Research and Business Model

Purpose

Ensure your business is ready for growth by estimating market size, ensuring legal compliance, and planning for operational challenges.



Business Plan



Pitch Deck

Documenting Your Research and Business Model

Business Plan

A written document that explains your idea, market, and plan.

Pitch Deck

A visual summary of your business for investors or partners.

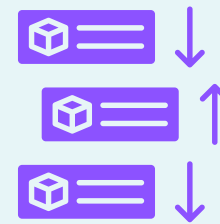
Keeping Iterating

Purpose

Ensure long-term success by continually iterating based on feedback and market changes.



Monthly Reviews



Feature Prioritization



User Feedback

Keeping Iterating

Monthly Reviews

Regularly track progress and review key numbers.

Feature Prioritization

Decide what features to build next, based on user need.

User Feedback

Keep listening to users and improving continuously.



Research and validation help create a successful product by meeting real customer needs.

