

**TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#1: LEARN YOUR ONLINE
PROSPECT VOLUME**

KEY QUESTION:
Is your target market large
enough?



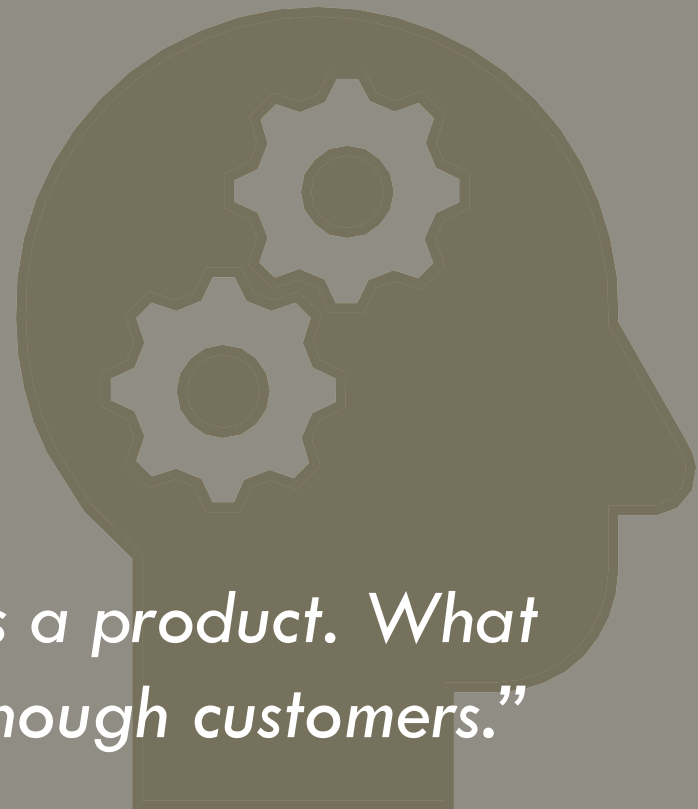
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KEY QUESTION:

Is your target market
large enough?

“Almost every failed startup has a product. What failed startups don’t have are enough customers.”

- Gabriel Weinberg, author of “Traction: How Any Startup Can Achieve Explosive Customer Growth”



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Tool: Google Ads Keyword Planner

Large market: 90k avg searches/month for “robot vacuum”, with big holiday spike

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
Your search term					
<input type="checkbox"/> robot vacuum	90,500	High	100	\$0.76	\$10.00
Idea					
<input type="checkbox"/> roomba	246,000	High	99	\$0.87	\$2.54
<input type="checkbox"/> irobot	110,000	High	96	\$0.95	\$2.58
<input type="checkbox"/> irobot roomba	74,000	High	100	\$0.93	\$2.61
<input type="checkbox"/> robot vacuum cleaner	22,200	High	100	\$0.66	\$10.00
<input type="checkbox"/> best robot vacuum	49,500	High	100	\$0.39	\$1.21
<input type="checkbox"/> roomba vacuum	22,200	High	100	\$0.93	\$3.17
<input type="checkbox"/> robot hoover	170	High	99	\$0.50	\$3.43
<input type="checkbox"/> i robot vacuum	12,100	High	100	\$1.08	\$4.33
<input type="checkbox"/> i robot roomba	1,600	High	76	\$0.88	\$3.29
<input type="checkbox"/> automatic vacuum	5,400	High	100	\$0.56	\$10.00
<input type="checkbox"/> robot cleaner	8,100	High	100	\$0.51	\$9.36
<input type="checkbox"/> automatic vacuum cleaner	3,600	High	100	\$0.53	\$6.32
<input type="checkbox"/> roomba 650	6,600	High	100	\$0.74	\$2.05
<input type="checkbox"/> roomba 980	33,100	High	100	\$0.62	\$2.82

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Example Product Idea

A much smaller (MIT optimized!) robot vacuum.

Oops!

Problem: online market also much smaller!
(~0.3% of the full robot vacuum market)

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
Your search term					
<input type="checkbox"/> micro robot vacuum	-	-		-	-
<input type="checkbox"/> compact robot vacuum	10	High	100	\$0.76	\$4.03
<input type="checkbox"/> tiny robot vacuum	10	High	100	\$0.76	\$2.83
<input type="checkbox"/> small robot vacuum	110	High	100	\$0.66	\$2.03
<input type="checkbox"/> mini robot vacuum	170	High	100	\$0.60	\$2.00
<input type="checkbox"/> robot vacuum	90,500	High	100	\$0.76	\$10.00
Idea					
<input type="checkbox"/> roomba	246,000	High	99	\$0.87	\$2.54
<input type="checkbox"/> irobot	110,000	High	96	\$0.95	\$2.58
<input type="checkbox"/> irobot roomba	74,000	High	100	\$0.93	\$2.61
<input type="checkbox"/> miele vacuum	49,500	High	100	\$1.02	\$3.01
<input type="checkbox"/> robot vacuum cleaner	22,200	High	100	\$0.66	\$10.00
<input type="checkbox"/> roomba 650	6,600	High	100	\$0.74	\$2.05
<input type="checkbox"/> best robot vacuum	49,500	High	100	\$0.39	\$1.21
<input type="checkbox"/> irobot roomba 650	2,900	High	100	\$0.72	\$2.02
<input type="checkbox"/> roomba vacuum	22,200	High	100	\$0.93	\$3.17

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If market too small for business model, then what?

- A) Build a market → Expensive
- B) Find a big partner → Give up control
- C) Re-work your business plan