

# 90 DAY YEAR

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**HOW TO VALIDATE  
A BUSINESS,  
PRODUCT OR  
SERVICE IN 2 WEEKS  
PART 1**  
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**VALIDATE A  
PRODUCT, IDEA  
OR SERVICE**



What you'll find below is the exact process I went through to validate a business idea I was contemplating for years.

After competing and working in sports all my life, I came to the realization that there is one problem every athlete would love to have solved.

## **Stop Injuries.**

Injuries are by far and away the #1 stressor for athletes. Most athletes are either competing hurt or injured or they're on the sidelines because of an injury. It depletes confidence and causes a roller-coaster of emotions.

If you're whole identity is wrapped around being healthy, fit and active, but suddenly you're on a couch or limping around. It's a shock to the ego.

There are a lot of preventative things athletes can do before they get on the court, ice or field, but nothing that could help them while in the heat of competition.

Something I was keenly aware of was the proliferation in wearable technology and the lower costs in manufacturing because of low hardware costs.

After doing some preliminary research I wanted to build a 'smart-suit' that athletes could wear that would detect when muscles and joints were becoming overly stressed

and send a signal to a mobile device to let a coach, team doctor etc. know, that a player was about to be injured.

There were a lot of things I needed to find out before I started to build the suit (which would be very expensive to get a prototype built). In the ‘Validation Phase’ or ‘Dream Up Phase’ of a business/product/service offering, this is what we call our ‘Hypothesis’. Because it’s an educated guess. So our job is to validate the educated guess.

Below are a few of my questions I wanted answers too...

1. Would athletes wear the suit?
2. Is it something they truly want?
3. Would they pay for it? (Kind of a biggie!).
4. Do they think the process I laid out is effective?
5. Do experts in technology and physiology think that something like this is possible?
6. Do they think there would be an efficient way to produce this?
7. Are there any additional flaws or assumptions I’m making or am missing?

# Outcome Goal

Where are you trying to get too? What's the end point.

**Specific + Immediate Impact +  
Tangible/Believability = Exciting**

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**Validate my product idea so I can  
decide whether to move forward,  
tweak it or discard it by July 1.**

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# Performance Based Projects

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This is the phase to establish the projects or strategies I'd use to reach the outcome and create some project deadlines.

1. Improve the # of target market customers we talk to and interview to 15 by June 25th.
2. Improve the # of methods we get data from customers to 3 by June 25th.
3. Improve the # of experts I speak with to 5 by June 28th.
4. Improve the # of products/competitors analyzed to 5 by June 28th.

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## **Process & Tasks**

Who's doing it + What are they doing +  
When are they doing it +  
Where is it happening = Clarity & Momentum.

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## **Process for Project 1:**

**(Improve the # of target market customers we talk to and interview to 15 by June 25th.)**

1. I will write an email by noon on Monday to send to clients and contacts asking to have 10-15 minutes to talk about injuries and prevention.
2. I will send the email by 2PM Monday to my clients and contacts with a link to my calendar to schedule something that works for them. (At end of each day I'll respond to all email replies.)
3. Prepare my list of questions to discover the problems, pain points and needs of the athletes and any frustrations they have with the current solutions on the market by Tuesday @ Noon.
4. Record all phone calls and Skype calls to review and extract the common expressions of problems/pain points/needs/frustrations etc.
5. Follow up with Thank You notes within 3 days of calls.

## **Process for Project 2:**

**(Improve the # of methods we get data from customers to 3 by June 25th.)**

1. Compile a list of other ways to get problems/frustrations/needsetc. besides one-on-one phone calls with existing contacts and clients by Tuesday.
2. Choose one more from that list to execute on by end of day Wednesday and break down the process to make that happen. Repeat the next week.

(I ended up choosing Facebook ads targeted at people that liked the fan pages of fitbit, jawbone, nike fuel band and other wearable tech products and created additional filters based on age, current athlete etc. And then sent them to a landing page advertising a photo mock-up of the product with the benefits and an opportunity to get on an early notification list. (It worked really well.)

## **Process for Project 3:**

**(Improve the # of experts I speak with to 5 by June 28th.)**

1. I will write an email by noon on Monday to send to clients and contacts asking to have 10-15 minutes to talk about their expertise and knowledge of sports injuries, prevention and the science of technology/neuro-signaling.
2. I will send the email by 2PM Monday to my contacts asking for introductions, experts asking for advice/help etc. with a link to my calendar to schedule something that works for them. (At end of each day I'll respond to all email replies.)
3. Prepare my list of questions for each contact segment by Tuesday @ Noon.
4. Record all phone calls and Skype calls to review and extract the nuggets of wisdom and follow up with any people who I would want to be on the advisory committee to gauge their interest by end of week.

## **Process for Project 4:**

**(Improve the # of comparable products to 5  
by June 28th.)**

1. Write an email asking contacts (coaches/athletes/sports contacts) if they have any recommendations or products they've seen that help athletes with training/injuries etc. that are 'wearable tech' in nature by end of day Monday.
2. Send email by end of day Tuesday.
3. Conduct 2 hrs of research finding the top wearable tech apps and catalogue their, strengths & weaknesses.

# **The Ultimate Question...**

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**Will the activities I've outlined  
help me validate the business/  
product/service idea?**

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**Answer:**

**Yes. I'm confident these strategies will make it happen!**

# **REMEMBER...**

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**Your outcome goal should be  
firm and fixed. Projects and  
Process goals should have  
flexibility & adaptability.**

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# VALIDATE A PRODUCT, IDEA OR SERVICE

**90  
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