OneGuide

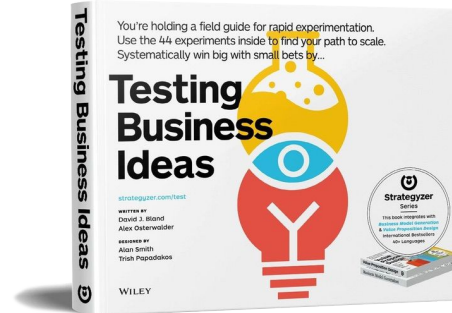# Testing B2B Products

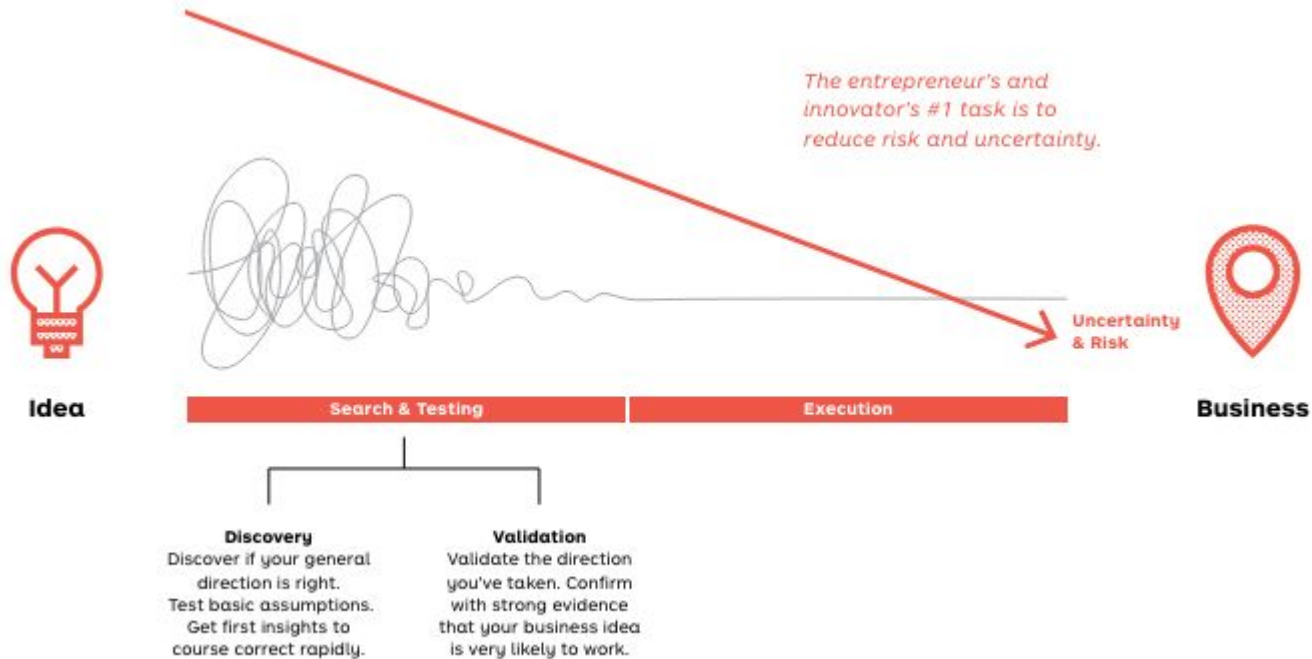Ask-Me-Anything May 2024

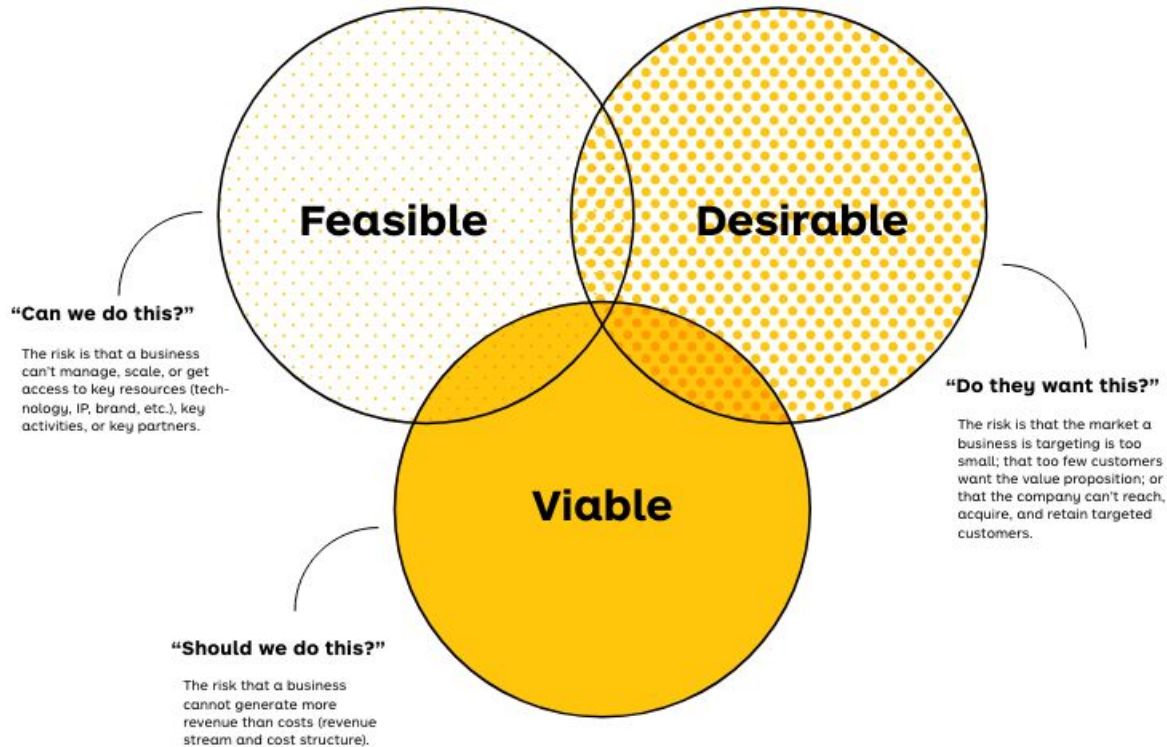👋 Hi, I'm David.

How do you get from a good idea to a validated business?

The entrepreneur's and innovator's #1 task is to reduce risk and uncertainty.

Uncertainty & Risk

Idea

Search & Testing

Execution

Business

Discovery
Discover if your general direction is right. Test basic assumptions. Get first insights to course correct rapidly.

Validation
Validate the direction you've taken. Confirm with strong evidence that your business idea is very likely to work.

What should you test for? Which risks should you test first?

Feasible

Desirable

Viable

"Can we do this?"

The risk is that a business can't manage, scale, or get access to key resources (technology, IP, brand, etc.), key activities, or key partners.

"Do they want this?"

The risk is that the market a business is targeting is too small; that too few customers want the value proposition; or that the company can't reach, acquire, and retain targeted customers.

"Should we do this?"

The risk that a business cannot generate more revenue than costs (revenue stream and cost structure).

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What type of experiment sequence might you use for B2B tech?

Customer Interview → Discussion Forums → Boomerang → Clickable Prototype → Presale → Single Feature MVP

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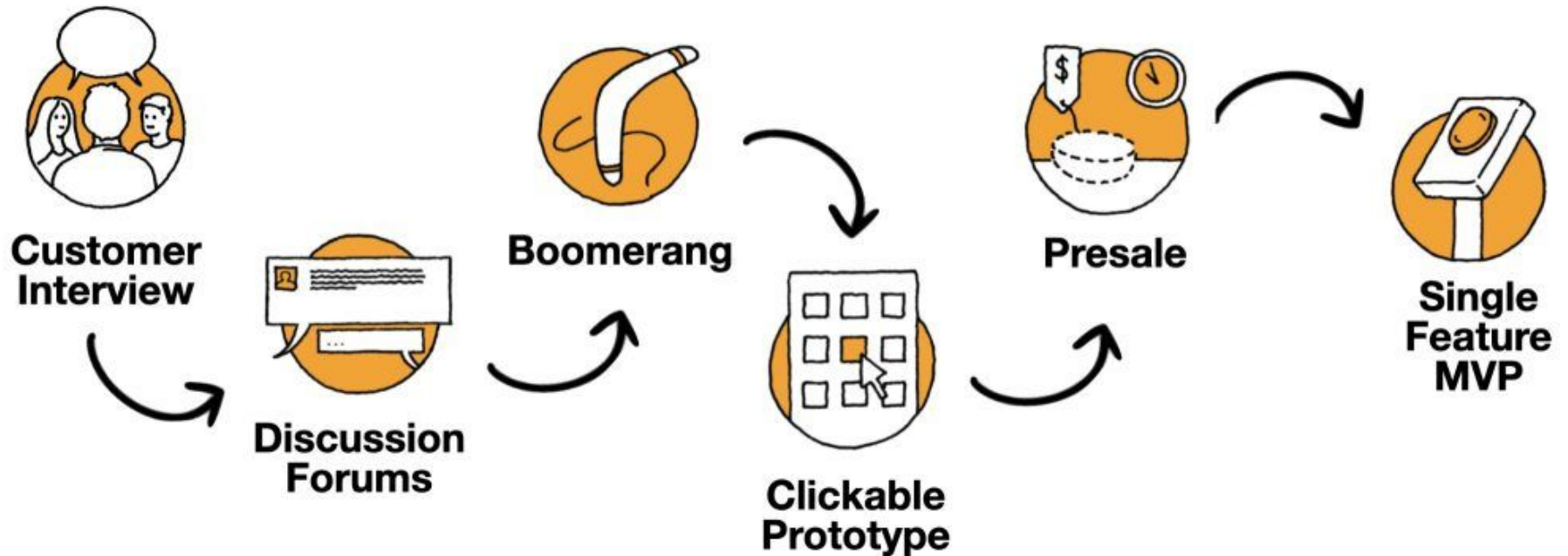
How do you think about how much capital/what share of your resources to dedicate to testing product ideas?

60%-70% on core	~20% on ideas	~10% on experimentation
The majority of your resources should be dedicated to what you do best.	These "adolescent" ideas may not immediately generate significant revenue, but they could become major contributors to your business.	While most of these ideas may not work out, you might discover something that could revolutionize your business.

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What are the ethical implications for running product tests on people?

The new attitude is that testing should be done with people, not on people

This means that the testing process should involve co-creation with your B2B customers, uncovering their real needs together.

Avoid making false promises as part of a test

The key is to ensure that your testing and development processes are transparent and honest.

Join the Conversation!

On the Streamyard livestream or
comment on the LinkedIn live event

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