

STARCS DIGITAL PRESENTS

THE GROUND ZERO COMPANION WORKBOOK

Fillable exercises for How to Validate Your Consumer Product Idea
Before You Invest

PROBLEM • PAYMENT • PROFIT

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Welcome

This workbook is the fillable companion to *How to Validate Your Consumer Product Idea Before You Invest*. The book teaches the Ground Zero framework. This workbook gives you a clean place to do the actual work: one page per tool, in the same order as the book, so you can build real evidence around Problem, Payment, and Profit before you spend.

How to Use This Workbook

- ☐ Read the matching chapter first. The workbook page only makes sense once you understand the question behind it.
- ☐ Work through one specific product idea, not a general concept. Vague answers produce vague evidence.
- ☐ Label anything unproven as an assumption, not a fact. That distinction is the point of Ground Zero.
- ☐ Complete the pages in order. Each one carries forward into your final decision on page 11.

BEFORE YOU BEGIN

Choose one product idea to carry through every page in this workbook.

My product idea: _____

Your Ground Zero Checklist

Check off each tool as you complete it. All nine build toward your Ground Zero decision.

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01

A Good Product Is Not Yet a Business

Chapter 1 Tool

Take your product idea and complete one sentence, honestly.

Right now, I know:

But I am still assuming:

Example: I know people enjoy my product, but I am still assuming enough strangers will pay for it and that I can sell it profitably.

02 How to Test Before You Invest

Chapter 2 Tool — Your Ground Zero Starting Map

Mark where you currently stand on each condition. Test in this order: Problem, then Payment, then Profit.

Condition	What do I know today?	What do I still need to learn?
Problem		
Payment		
Profit		

Working notes

What I Know	What I Am Still Assuming

03

Will a Stranger Actually Pay For It?*Chapter 3 Tool — Your First Real Customer Test*

Who am I trying to learn from? (Describe your early customer profile as specifically as you can.)

What are they using today? (List the products, brands, or workarounds they already rely on.)

What meaningful action will I ask them to take? (Full-price purchase, preorder, deposit, or another real commitment.)

What I tracked

# Qualified People Tested	# Who Took the Action	Price Shown	# Who Returned

04

How Many People Can You Actually Reach?

Chapter 4 Tool — Reachable Market Snapshot

Fill in your best current estimate for each question, and label where each number came from.

Market Question	Your Estimate
People who fit my customer profile and problem	
What they currently spend on similar or alternative solutions	
Customers I could realistically reach in year one	
My proposed selling price	
Potential gross revenue at that level	

Label your assumptions. If a number comes from outside data, note the source. If it's a planning estimate, say so — you don't weaken the analysis by naming what's still unproven.

05

The Money Reality Check

Chapter 5 Tool — Basic Unit Economics Check

Choose the selling channel you're most likely to test first, then fill in what you know today.

Basic Unit Economics	Your Number
Customer selling price	\$
Money your business actually receives	\$
Cost to make and package one unit	\$
Other variable costs tied to the sale	\$
Simple unit margin	\$

$$\text{Money Received} - \text{Cost to Make \& Package} - \text{Other Variable Costs} = \text{Simple Unit Margin}$$

- ☐ Does each sale appear to leave enough room to justify continuing?
- ☐ Which number in this calculation is still based on the weakest assumption?
- ☐ What information would make that number more reliable?

06

The Market Reality Check*Chapter 6 Tool — Four Market Lenses*

Market Lens	What I Learned
Category	
Alternatives	
Access	
Market Shifts	

The market confirmed:

The market made me reconsider or investigate:

My Market Reality outcome☐ Proceed as Planned☐ Needs More Testing☐ Revise the Plan

Consider	Ask Yourself
Resources	Can I reasonably support the cash and time this business may require right now?
Operating Model	Am I willing to manage the work behind the product, and where might I need help?
Growth Ambition	What kind of business do I actually want to build and own?
Risk Tolerance	Can I make thoughtful decisions and adjust when I don't have every answer?

One part of this business that fits me naturally is:

One part of this business I would need to plan around is:

My Founder Fit outcome

☐ No Major Mismatch

☐ Mismatch to Plan Around

08

Your Ground Zero Decision

Chapter 8 Tool — Bring the Evidence Together

Problem	Payment	Profit
___ / 5	___ / 5	___ / 5

Market Reality (from p.9): _____

Founder Fit (from p.10): _____

My strongest evidence is:

The biggest remaining assumption or concern is:

MY GROUND ZERO DECISION

☐ MOVE FORWARD

☐ TEST MORE

☐ PAUSE

☐ STOP

My next move is:

Numbers at a Glance

Once you've worked through every page, copy your key numbers here. This is the one page you'll come back to before you decide what to do next.

Unit Economics

Selling Price	Simple Unit Margin (\$)	Simple Unit Margin (%)
\$	\$	%

Market Size

Reachable Population	Year-1 Target Reach %	Potential Gross Revenue
	%	\$

Ground Zero Scores & Decision

Problem	Payment	Profit
___ / 5	___ / 5	___ / 5

Market Reality Outcome	Founder Fit Outcome

FINAL DECISION: MOVE FORWARD / TEST MORE / PAUSE / STOP

What's Next?

If your decision is Move Forward, the next questions are who the brand is really for, what it should stand for, and how to reach customers. That's Book 2 in the Starcs Consumer Product Playbook Series: Idea to Shelf, covering brand and go-to-market strategy.

Try the workbook online

claude.ai/artifact/NXNWLcUUdyGY53K6Woygi2

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