ARE YOU
BUILDING A
VITAMIN OR A
PAINKILLER?

User Reaction Test

✅ **PAINKILLER**

I NEED THIS RIGHT NOW!

❌ **VITAMIN**

SOUNDS INTERESTING...

01

ABNASIA.ORG

Money Response

✓ **PAINKILLER**

HERE'S MY CREDIT CARD

✗ **VITAMIN**

NEED TO CHECK BUDGET

Time Urgency

✅ **PAINKILLER**

HOW SOON CAN WE START?

❌ **VITAMIN**

MAYBE NEXT QUARTER

03

Current Solution

✓ **PAINKILLER**

THIS IS PAINFUL & EXPENSIVE

✗ **VITAMIN**

CURRENT WAY WORKS FINE

04

Decision Speed

✓ **PAINKILLER**

DECIDES IN 1-2 CALLS

✗ **VITAMIN**

NEEDS MULTIPLE MEETINGS

Problem Frequency

✅ **PAINKILLER**

FACE THIS PROBLEM DAILY

❌ **VITAMIN**

HAPPENS SOMETIMES

Team Buy-in

✅ **PAINKILLER**

WHOLE TEAM WANTS IT

❌ **VITAMIN**

NEED TO CONVINCE OTHERS

Value
Discussion

✓ **PAINKILLER**

THIS SAVES US $X

✗ **VITAMIN**

MIGHT BE USEFUL

Remember

IF YOU'RE EXPLAINING WHY THEY NEED IT, IT'S PROBABLY A VITAMIN.

PLAIN LANG UAGE

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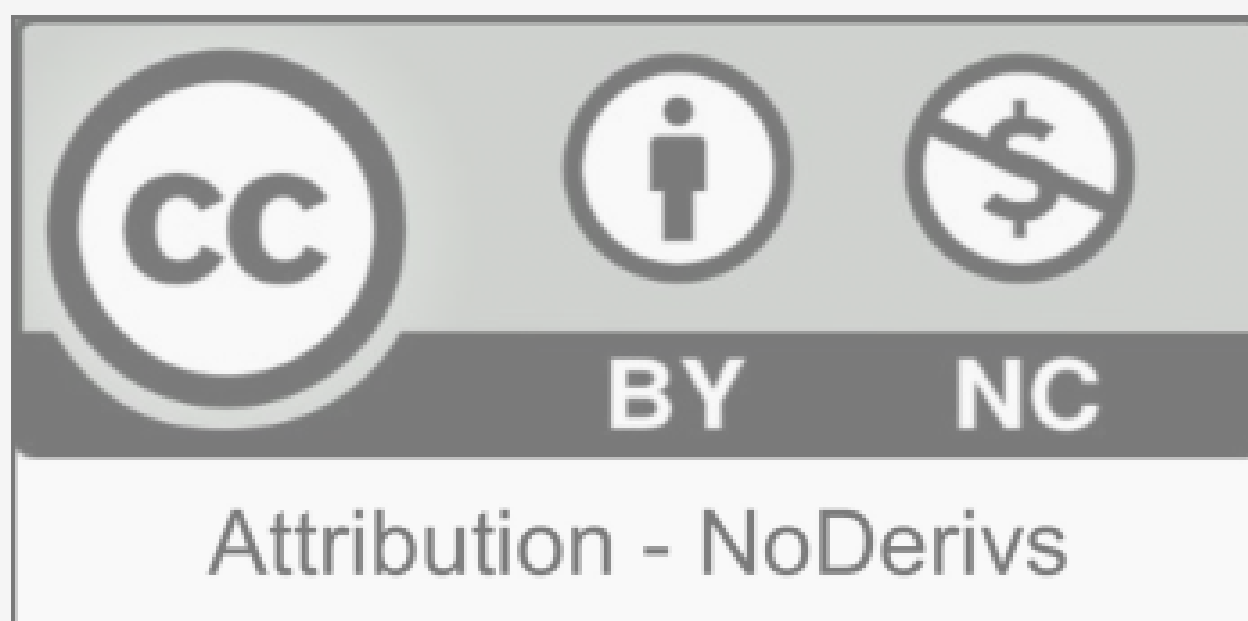
BURAK BUYUKDEMIR

ARE YOU BUILDING A VITAMIN OR A PAINKILLER?

A QUICK TEST TO EVALUATE YOUR STARTUP IDEA