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# Beat the odds in your startup journey

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# Nugget: Front load user research

Swipe →

1

# Identify your Ideal customer profile (ICP)

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# 2

## Get the competition analysis done

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# 3

Understand market  
drivers and market size

# 4

## Perform pricing research

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# 5

Carry out early idea  
and concept evaluation

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# 6

Perform feature set and usability research

Stay tuned for the next nugget

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Follow us to Beat the Odds

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# Follow us if you would like to beat the odds in your startup journey



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Save for later

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