

# FROM IDEA TO EVIDENCE

## The Bizezi Validation Sprint



### Got a business idea but not sure if it will actually work?

Before investing serious time or money, it's critical to test whether your idea solves a real problem and whether customers will actually pay for it.

The Bizezi Validation Sprint helps founders quickly test and strengthen a business idea using the New Zealand-built Bizezi App.

### What is it

A practical one-day validation experience designed to test whether a business idea has real potential.

Using the Bizezi App and the Lean Business Canvas, participants work through the core foundations of a business idea – identifying the problem, the customer, and the potential opportunity.

Validation is the first step in building a successful business because it turns assumptions into evidence.

### Why this matters

Many founders start businesses without testing their assumptions.

Common challenges include:

- Not knowing who the real customer is
- Uncertainty about competitors
- Unsure if the problem is big enough
- Investing time or money before testing the idea

Validation reduces these risks and creates clarity about what to do next.

### What you'll do

During the Validation Sprint you will:

- Identify the real customer and the problem they face
- Clarify your Unique Value Proposition
- Explore competitors and alternative solutions
- Test whether the idea solves a meaningful problem
- Identify potential revenue streams
- Define the next milestones for your business

### What you'll walk away with

By the end of the sprint, you will have:

- A clearer understanding of your idea
- A structured Validation Report
- Early insight into your market and competitors
- Confidence about your next steps



### WHO IT'S FOR?

- Entrepreneurs exploring a business idea
- Startup founders
- People considering self-employment
- Businesses testing a new product or service

### DELIVERY PARTNERS

**Bizezi Ltd** – Supporting 2,000+ NZ businesses with practical tools and training.

### SUPPORTED BY



Regional Business Partner Network

### Ready to validate your business idea?

- 📍 Online- Dates TBC
- 🕒 One practical day, in-person: 9:30am – 3:30pm
- 👉 Check eligibility & secure your place: [tinyurl.com/bizezi-reset](https://tinyurl.com/bizezi-reset)