





## Module III. Business

Testing  
business  
ideas  
course

Topic 1. From Idea to  
Validated Business

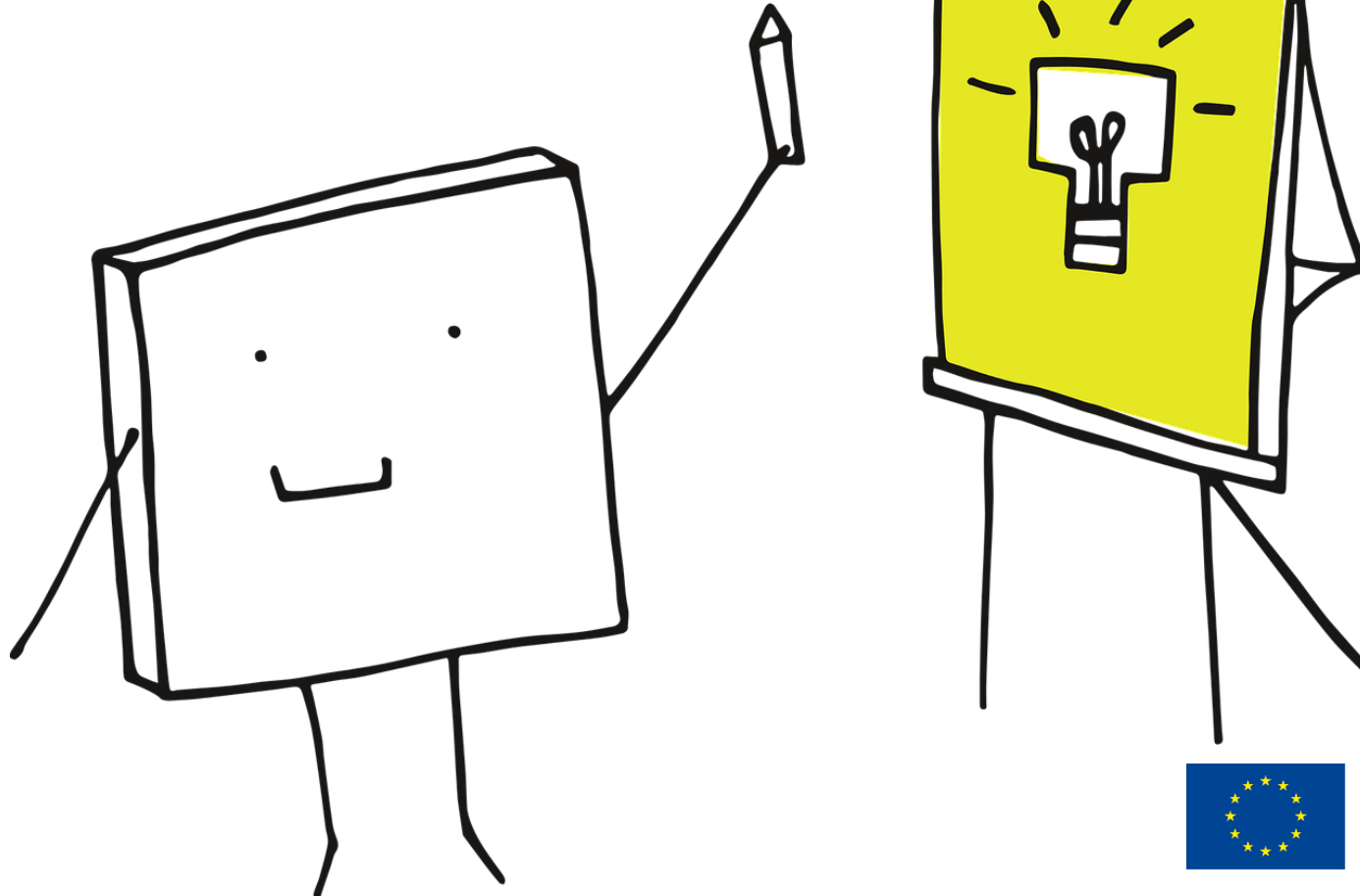
Lesson 1. Idea



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Starting a home-based business is available to almost anyone who wants to take risks and work hard!



This whole topic is about the **importance of idea.**



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Once the topic is  
completed and approved,  
learners will be able to...



**Apply the knowledge received and recognize what is a good idea.**

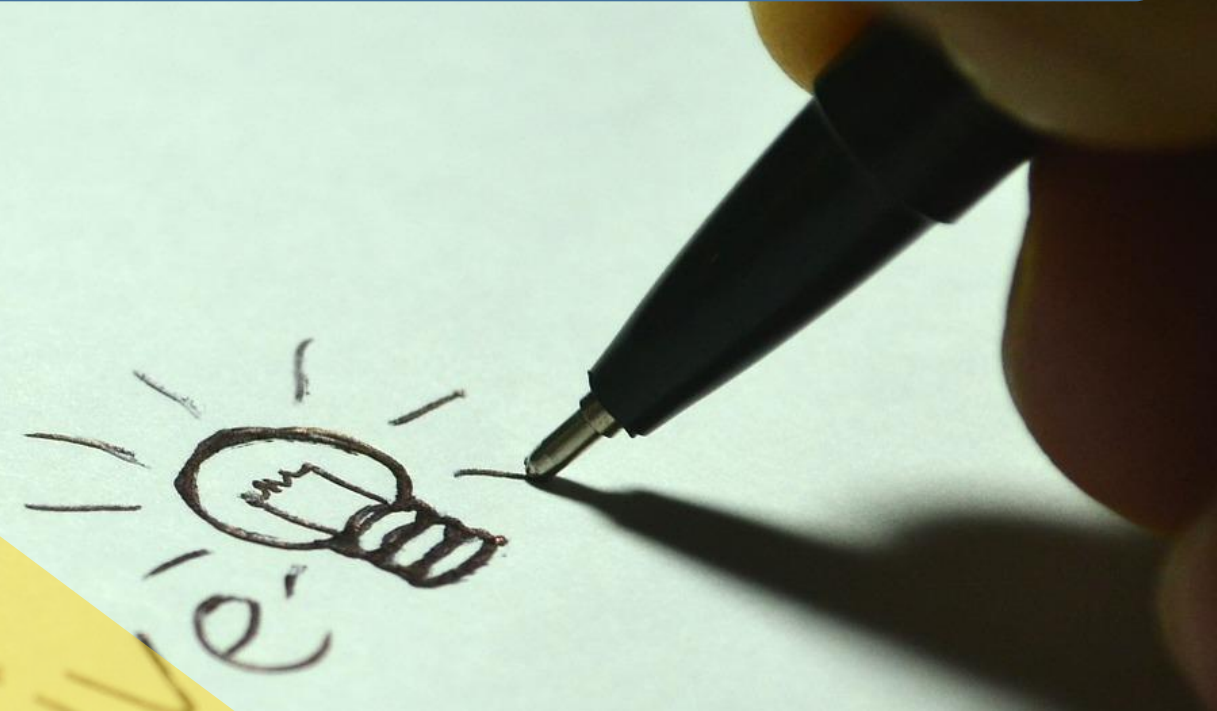


*In this lesson, we  
will learn...*

*What is idea?*

*What is the path from an idea  
to business?*

*What is testing and reducing  
risk?*



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In the beginning many entrepreneurs are convinced that they have perfect idea.



**But the reality is a little different!**

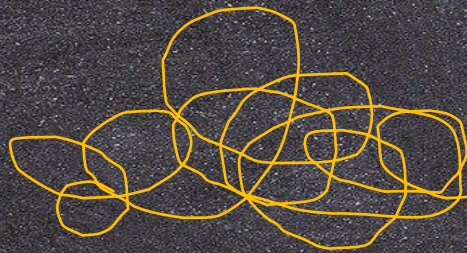


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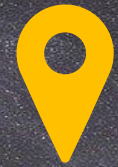


Idea



Search & Testing

Execution



Business

With searching, you are getting a lot of information that can improve that **you are on the right track.**



That's why is necessary  
to test your idea.



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1. Is there any potential buyer interested in your idea?

2. Is your idea possible?

3. Can this idea bring some profit?



## *Conclusions*

„Build something  
people want!“



Paul Graham  
@paulg



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# 1

## Design



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# 1

Design

# 2

Test



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# 1

Design

# 2

Test

# 3

Experiments



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# 1

Design

# 2

Test

# 3

Experiments

# 4

Mindset



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