PRACTICAL RESOURCE / AI PRODUCT MANAGER

PM-to-Creator Validation Canvas

Audience and repeated problem

Specific customer: [ ]

Recent occurrence of the problem: [ ]

Current workaround: [ ]

Consequence in time, money, frustration, or missed outcome: [ ]

Where we can reach this audience appropriately: [ ]

Evidence log

For each conversation record participant context, date, recent behavior, current spending or effort, contradiction, and follow-up permission. Do not treat stated enthusiasm as a purchase or repeated use.

Smallest offer

We help [audience] complete [task] so they can [outcome].

First version includes [ ].

First version excludes [ ].

Manual parts disclosed to users: [ ].

Proposed delivery model: service / toolkit / workshop / software / subscription.

Why the value recurs, if subscription: [ ].

Test sequence

1. Problem conversation: Is the pain recent, repeated, and consequential?
2. Manual result: Does the person use the output?
3. Narrow prototype: Can the person complete the task?
4. Bounded pilot: Do people return at the task's natural frequency?

5. Commitment: Will they invest money, time, data preparation, or a defined next step?

A commitment must be described accurately. A waitlist signup is not a paid customer.

Operating model

Revenue per customer per period: [ ]

Variable tool, payment, hosting, and support cost: [ ]

Contribution before acquisition and fixed costs: [revenue − variable cost]

Acquisition effort and cost: [ ]

Founder labor and maintenance: [ ]

Data/permissions/reliability owner: [ ]

Continue, change, or stop

Before the pilot, state what evidence would justify each decision. Include customer value, repeated use, ability to reach users, and operating burden. Review on [date].

If the solution is easy to build but the audience is hard to reach, test distribution before adding features.