

## What You'll Walk Away With ...

- A One-One-One sentence that passes the specificity test
- An ICP defined well enough to find 10 of them on LinkedIn today
- A manual test designed and ready to run in 48 hours
- A clear definition of what "someone paid me" looks like for your idea
- One real conversation booked with someone who has the problem

## Is Your Idea Worth Building? - Worksheet

**1. Your idea in one sentence** (*What do you do, for whom, and what outcome do they get?*)

---

---

**2. Your ICP - the specific human** (*Not "businesses" or "professionals" - a real person with a job title, company type, and situation*)

---

---

---

**3. How they solve this problem manually today** (*What do they actually do right now? Spreadsheet? Email? Nothing?*)

---

---

---

**4. The One-One-One sentence** (*Complete this: "I help [specific person] who [specific problem] by [specific workflow]"*)

---

---

---

## Is Your Idea Worth Building? - Worksheet

### 5. Does it pass the "So What?" filter?

- Who specifically pays for this? \_\_\_\_\_
- What do they pay/use instead right now? \_\_\_\_\_
- Would they try a manual version today?  Yes  Not sure  No

### 6. Your manual test design (How could you deliver this outcome manually in the next 48 hours?)

---

---

---

---

### 7. The single signal (What does "someone paid me" look like for your idea?)

---

---

### 8. Your 24-hour action (Who are you contacting today? What will you ask them?)

Name / where to find them: \_\_\_\_\_

Question 1: \_\_\_\_\_

Question 2: \_\_\_\_\_

---

---

## Is Your Idea Worth Building? - Worksheet

9. What's one or more takeaways from this module ?

---

---

---

---

## WHAT'S NEXT?

If you've worked through this worksheet and your idea has green flags – here's where to go next.

### **STEP 1 - PRESSURE TEST IT**

Ask the Lean CPTO whether your idea is worth building. It's an AI advisor built specifically for non-technical founders. It'll challenge your assumptions and tell you the honest answer.

→ [techbridgestudio.com/the-lean-cpto](https://techbridgestudio.com/the-lean-cpto)

**\$5 to access**

### **STEP 2 - GO DEEPER**

This worksheet is Module 1, Week 1 of Lean Tech Direction - a 6-week pre-accelerator that takes you from validated idea to first paying customer.

Week 1 covers this.

Week 2 covers what to build and what to cut.

Week 3 you build a prototype yourself.

Week 4 you learn to lead a developer.

Week 5 you learn to work with one day to day.

Week 6 you get your first paying customer.

One time payment · Self-paced · 3 months access

Monthly intake · Limited spots

→ [techbridgestudio.com/lean-tech-direction](https://techbridgestudio.com/lean-tech-direction)

## WHAT'S NEXT?

### **STEP 3 - GET THE FREE GUIDE**

5 Signs Your AI or Tech Build Is About to Go Wrong – free PDF

→ [techbridgestudio.com/#pdf](https://techbridgestudio.com/#pdf)

### **Questions?**

DM Matt on [Instagram](#) or [LinkedIn](#)