

# RESULTS REPORT

50

RESPONDENTS

USA

COUNTRY

M&F

GENDER

24-45

AGE

## ***This is a sample report***

*As an example, we used the idea of AirBnB*

***Problem:*** When you have excess space in your apartment or are on vacation, your pay rent for something you don't use.

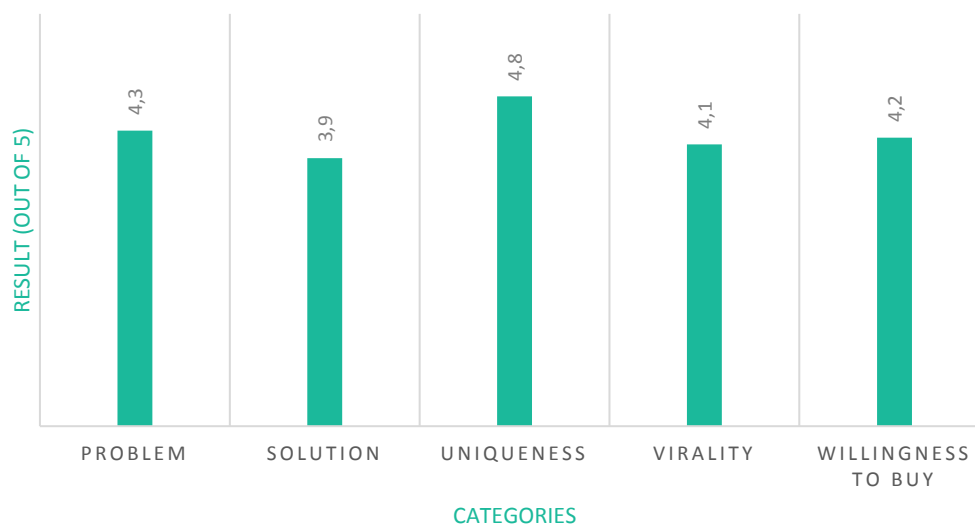
***Solution:*** An online marketplace where you can rent out your whole apartment or individual rooms to travelers.

# OVERVIEW

OVERALL SCORE FOR YOUR IDEA.



## OVERVIEW OF RESULTS



## RESULTS IN DETAIL

### PROBLEM.

1) Is the following problem relevant to you?



This problem appears quite frequently.

The more people perceive the problem as relevant, the more will be interested in the solution. If only a few people are familiar with the problem, the idea rather caters to a niche market.

## SOLUTION.

2) Do you think the following solution is useful?



The respondents perceive the idea as very useful.

It is indicative of a good idea if a lot of people perceive the proposed solution of the problem as meaningful and effective. This implies that you came up with an offer that fits the expectations of several people who might then become your clients.

## UNIQUENESS.

3) Is the suggested idea unique and new?

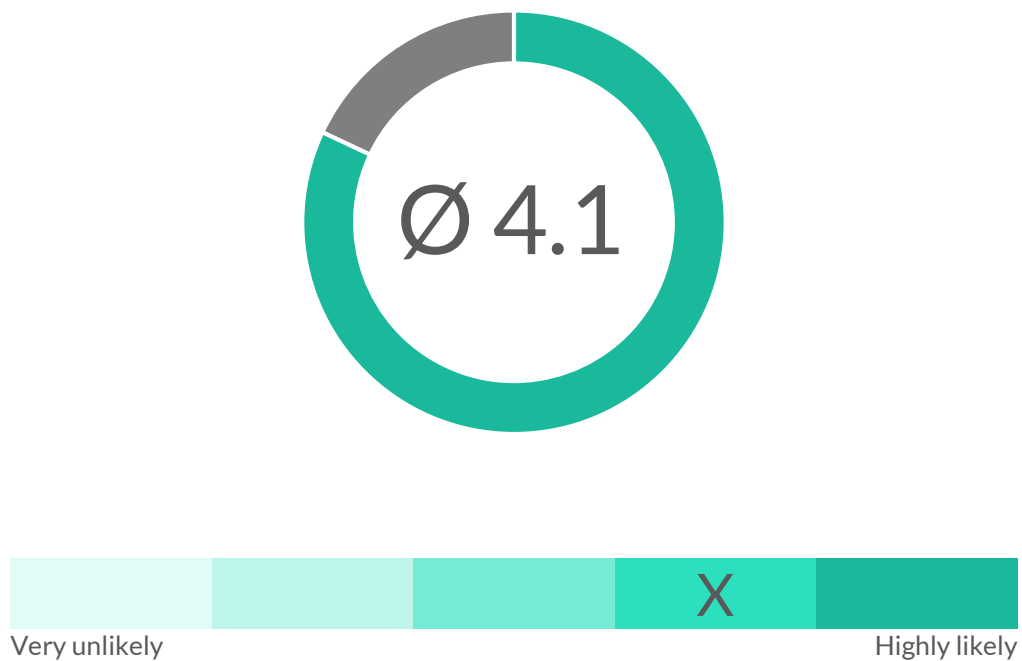


The idea is highly unique and new.

Unique selling propositions of your solution are important for people to become your clients. If there are already a large number of similar solutions available, you should focus on how to set yourself apart from competitors.

## VIRALITY.

4) How likely are you to tell your friends about this idea?

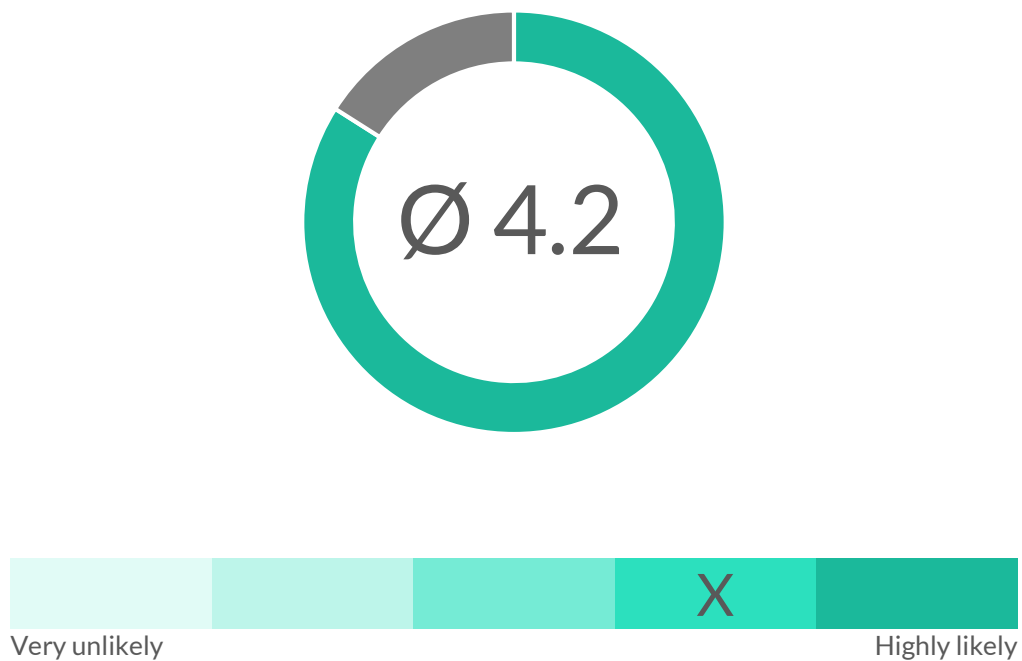


It is quite likely that the idea goes viral, because many respondents stated that they would share it with their friends.

It is already promising if there is someone who likes the idea. However, it is even more essential to growth that this person recommends the idea to as many friends as possible who – ideally – like it as well and tell more friends about it themselves.

## WILLINGNESS TO BUY.

5) How likely are you to buy the product/service?



Several respondents are so convinced of the idea that they would buy the solution themselves.

Even if there are some people who like the idea, the decisive factor for success is if these people would also be willing to spend money on the idea and become paying customers.

## FEEDBACK.

### 6) Help us to improve the idea. Do you have any feedback?



Maybe people could also rent out “special properties” on the platform like tree houses, for example.



It might make for a good stream of income for a host, too.



I think you need strict identity checks for hosts.



Have you already thought about whether regulations in different countries allow this?



I love the community aspect of it: Getting to know other people and how they live!



It would be great when you travel with kids because you can get a fully-equipped apartment.



Maybe you could also offer activities on the platform that you can do when you visit a city.



Isn't there a risk of people damaging my property?



It will be great if it is cheaper than hotels!





I think I would prefer a hotel because of the service I get (e.g. room service, breakfast).



People could rate each other (guests and hosts) to ensure a positive experience.



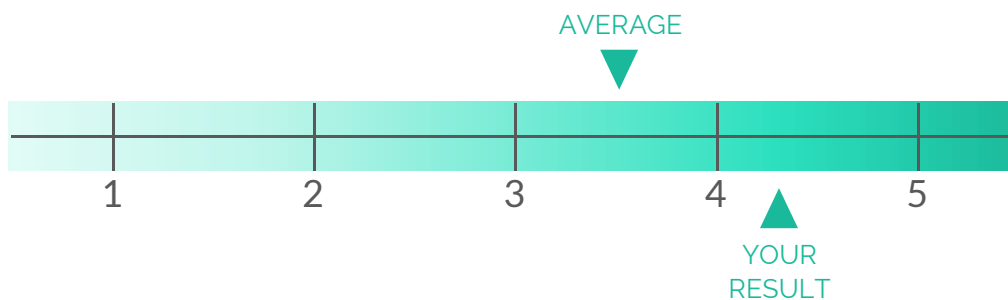
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# BENCHMARK

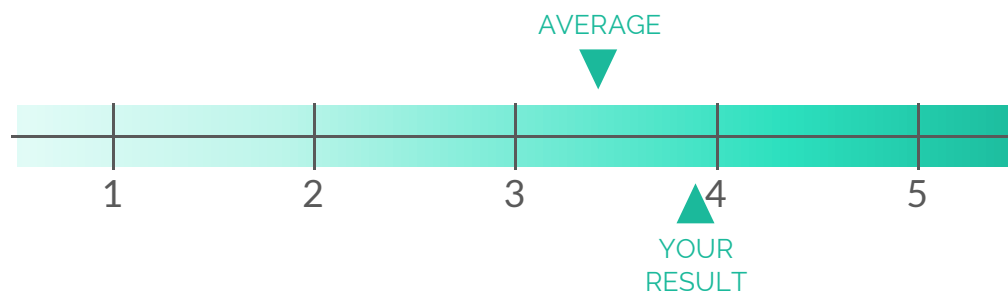
We have compared the results of your idea with those from ideas previously checked by IdeaCheck. See where your idea is at!

## RELEVANCE OF THE PROBLEM.



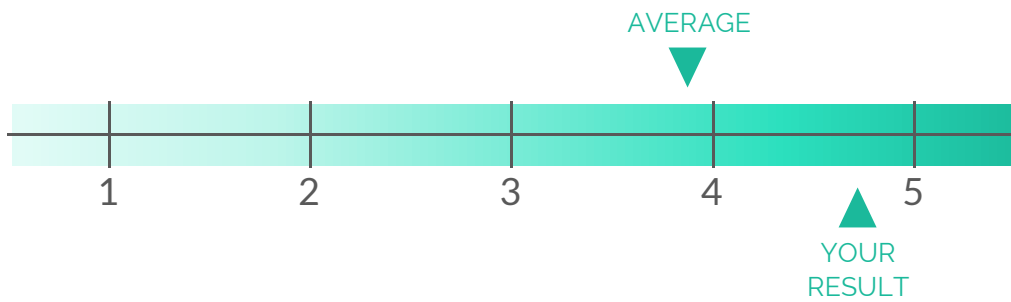
Your result regarding the relevance of the problem is above average.

## USEFULNESS OF THE SOLUTION.



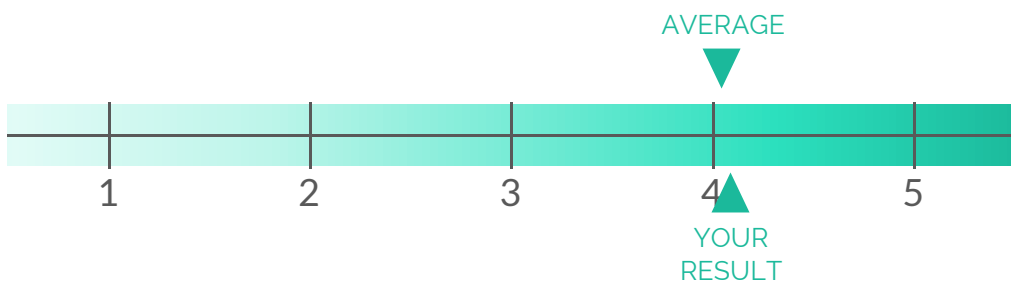
Your result regarding the usefulness of the solution is above average.

## UNIQUENESS.



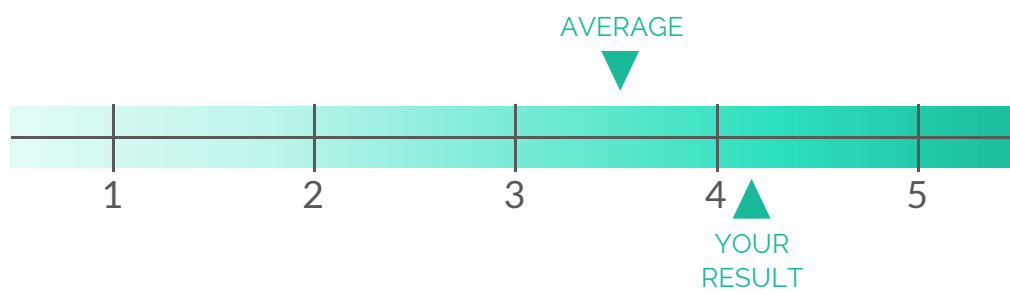
Your result regarding the uniqueness of your idea is above average.

## VIRALITY.



Your result regarding the potential of your idea to go viral is average.

## WILLINGNESS TO BUY.



Your result regarding the willingness to buy is above average.