

**EVIDR**

Proof Before You Build

# Sample Validation Report

B2B SaaS Operations Dashboard — Demo Concept

This sample demonstrates the decision-ready output founders receive after an EVIDR validation sprint. It is not a real client result.

Validate real demand · Define MVP scope · Build with evidence

# Validation Snapshot

## Executive Summary

This is a sample/demo validation report for sales and presentation purposes. It is not a real client result.

Project: B2B SaaS Operations Dashboard — Sample Concept

Sprint Goal: Validate whether small agency founders feel enough operational pain around client reporting and delivery visibility to pay for a lightweight dashboard.

Recommendation: GO — Build a focused MVP.

Summary: The concept shows moderate-to-strong validation signals among small service agencies managing 5–20 active clients. Interviewees reported repeated friction around scattered updates, manual reporting, and unclear project visibility. The strongest segment was agency owners with lean teams and recurring monthly clients.

## What We Tested

- Customer pain intensity
- Existing alternatives and workarounds
- Buying intent and urgency
- Pricing sensitivity
- MVP feature priority
- Adoption blockers
- Market positioning and wedge

# Interview Sample & Key Findings

## Interview Sample

- 18 target customer conversations
- Segment: small agency owners and operations leads
- Company size: 3-25 employees
- Active client load: 5-30 clients
- Research note: Real EVIDR reports include direct quotes, interview notes, and evidence references.

## Key Findings

- Pain exists, but only in a specific segment: agencies with recurring client work and weak internal reporting systems.
- Current alternatives are fragmented: spreadsheets, Notion, Slack, Google Drive, and manual status reports.
- Buyers do not want another full project management tool. They want a simple client visibility layer.
- Pricing is viable at a focused entry point if the product clearly saves reporting time.
- The MVP should focus on client dashboards, weekly updates, status summaries, and simple task visibility.

# Evidence Matrix

Signal	Result	Interpretation
Pain intensity	<b>High</b>	Reporting is repeated and time-consuming
Existing alternatives	<b>Strong</b>	Many manual workarounds exist
Buying intent	<b>Medium-High</b>	Strongest among agencies with recurring clients
Pricing sensitivity	<b>Medium</b>	Needs clear ROI and time savings
MVP scope clarity	<b>High</b>	Client reporting layer is the wedge
Adoption risk	<b>Medium</b>	Must integrate with existing workflows

## Verdict

GO — Build a focused MVP. The product should not compete with full project management platforms. It should position as a client reporting and visibility layer for agencies.

# MVP Scope Recommendation

## Build First

- Client dashboard
- Weekly status summary
- Project health indicators
- Simple task/status view
- Client-facing update link
- Basic email summary

## Defer

- Full task management
- Time tracking
- Invoicing
- Internal chat
- Complex automations
- Advanced permissions

## Financial Model Snapshot

Suggested pricing test: Starter 15–25 USD/month, Team 49–79 USD/month, Agency 99–149 USD/month.

Main assumptions to test next: conversion from waitlist to paid pilot, retention after 30 days, reporting time saved per client, willingness to replace manual reporting.

# Recommended Next Steps

- 1 Create MVP Blueprint
- 2 Build clickable prototype
- 3 Recruit 5 pilot agencies
- 4 Test paid pilot commitment
- 5 Build MVP if pilot demand is confirmed

## EVIDR Note

Real EVIDR reports include actual interview patterns, customer quotes, competitor analysis, financial assumptions, and a founder strategy session. This file is only a sales/demo sample.