# PROOF OF CONCEPT CHECKLIST

## Demonstrate Need

Describe the problem you're trying to solve or the reason your product needs to exist. Identify customer pain points by interviewing a sample group from your target market.

## Envision Solutions

Use customer feedback to brainstorm solutions. Assess your ideas based on constraints, such as time, cost, resources, technology requirements, etc., in order to identify feasible solutions.

## Define POC Goals

What are you trying to achieve with your POC project? Communicate with internal stakeholders to understand and align goals and expectations.

## Specify Measurable Success Criteria

How will you verify that your goals have been achieved?
What metrics will you use to evaluate your idea?

## Identify Team

Identify POC team members and their roles in the project.

## Create a Timeline

Estimate duration based on the scope of the POC, important progress dates, and requirements for project completion.

## Plan Next Steps

Create a proposal for action steps to take if the POC is successful.

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