**PROOF OF CONCEPT CHECKLIST**

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|  |  |  |  | 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. |
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|  |  |  |  | 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. |
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|  |  |  |  | Define POC Goals |  |
|   |   |   |   | What are you trying to achieve with your POC project? Communicate with internal stakeholders to understand and align goals and expectations. |
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|  |  |  |  | Specify Measurable Success Criteria |  |
|   |   |   |   | How will you verify that your goals have been achieved? What metrics will you use to evaluate your idea? |
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|  |  |  |  | Identify Team |  |
|   |   |   |   | Identify POC team members and their roles in the project. |
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|  |  |  |  | Create a Timeline |  |
|   |   |   |   | Estimate duration based on the scope of the POC, important progress dates, and requirements for project completion. |
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|  |  |  |  | Plan Next Steps |  |
|   |   |   |   | Create a proposal for action steps to take if the POC is successful. |
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