

FITNESS LAUNCH ACADEMY

NICHE VALIDATION

Key Learning Points:

- 1) Is your market big enough to max out your model?
- 2) Is the growth rate of your market active?
- 3) is there a lot of competition around your market?
- 4) Are the target customers loyal to their current brand?
- 5) Can you reach the majority of your market easily through advertising?
- 6) Is the sales potential for your market adequate based on your pricing model?
- 7) Is the expected profit margin of your market idea something that could max out your projections?

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Student Notes: