

# How to Create a Proof of Concept

## Define Your Idea

The first step? You should determine what you want to achieve.

- What is your objective?
- What problem does your product set out to solve?
- Why is your product important?
- What is the scope of your product?

## Conduct Necessary Research

A considerable portion of your proof of concept will be dedicated to research that evaluates the current market and proves the need for your product.

- Are there any similar products on the market?
- If you were to launch this product, who would be your competitors?
- What are some common market strategies for similar products?
- Who is your target audience? What do their buyer personas look like?

## Identify Your Technical Requirements, Constraints, and Risks

By identifying your constraints, you can streamline processes and allocate resources and funds better.

- Are there any resource, operational, or environmental constraints in which you're developing your product?
- What resources does creating your product require?
- How difficult is it to create your product?
- How much will it cost to create your product?
- What are the potential risks, obstacles, or challenges associated with creating your product?
- What is the process for creating a minimum viable product?

## Determine the Success Criterion

How do you know if your product is a hit? Simple: By determining the success criterion before you get started.

- How will your product be configured, tested, and evaluated?
- What is the feedback from your target audience?
- What are your projected financials? (Here's when you'll want to conduct a cost-benefit analysis.)

## Evaluating Your Proof of Concept

Ultimately, your proof of concept should address these questions:

- Can your product be created?
- Is there a real-life need for your product?
- Are the risks of developing your product less than the rewards?

**If you answered “yes, yes, and yes,” then you’re one step closer to launching a fantastic new product.**

## Keep Your Proof of Concept Handy

As you move forward with prototyping, testing, and launching your product, keep your proof of concept nearby — after all, you’ve already completed the major legwork. Whether you’re brainstorming ideas for a marketing campaign or talking to investors, you can (and should) turn to your proof of concept for help.

For more resources on developing, marketing, and selling products, head to the [AdRoll Marketing Resource Library](#) now.