

Don't build it yet.

The 72-Hour Market Test: real demand, your customers' exact words, and a GO / REFRAME / KILL verdict you can trust — before you spend a dollar building.

Most ideas die after the build — the product is live, the money is spent, and the customers never come. The information that would have saved you existed the whole time: in forums, reviews, competitor complaints, and price sheets. In 72 hours, it's on your desk.

What you walk away with

The market dossier

~~\$5,000~~

Demand signals, full competitor teardown, buyer economics — every claim sourced. (Agencies typically charge \$5K–\$15K and take 4–8 weeks.)

The customer copy bank

~~\$2,500~~

20–30 verbatim quotes from your real market — your ads, page, and pitch, pre-written by the people who'll buy.

The gap map

~~\$1,500~~

Where your competitors' own 1★ reviews hand you the positioning.

The pricing corridor

~~\$1,000~~

What your buyers already pay — and the price bands nobody owns.

The sales kit

~~\$1,500~~

30-second pitch, discovery questions, objection answers, the close. Sell face-to-face the same week.

The kill case

the \$10K–\$50K mistake

Every reason it fails, ranked and sourced, before you've spent anything.

On the sheet: \$11,500+ of it.

The guarantee: a clear GO / REFRAME / KILL verdict and 20+ sourced customer quotes — or you don't pay.

~~\$2,500~~ \$1,250 — founding cohort, next 4 only.

Why half: I'm banking the first four case studies — you get the founding price, I get to show your results (with your permission). Price returns to \$2,500 at seat five. One test runs at a time; the 72-hour clock starts at intake.

Best fit: you intend to act on the idea within 30 days — a build you're about to pay for, a sale you want to attempt, an audience you'll pitch. Idle curiosity? This isn't for you yet, and I'll say so.

Claim a founding seat: free 20-minute call.

Sukh Virk · Vision Managers · sukhneet@visionmanagers.com
