



CGS GLOBAL

BEFORE YOU BUILD

13 Questions to answer honestly before you invest time, money, or energy into your idea.

Most ideas fail not because the person wasn't smart or didn't work hard enough. They fail because the right questions were never asked at the beginning. This checklist doesn't kill ideas. It shows you where you actually stand so you can move forward with your eyes open or stop before the cost gets too high.

Answer honestly. That's the only rule.

1. Is the problem I'm solving mine, universal, or a specific niche?
2. Who exactly would pay for this — can I name them specifically?
3. Have I talked to anyone outside my own experience who has this problem?
4. Did I look at what already exists in this space before I started building?
5. Can I clearly explain why someone would choose this instead of what already exists?
6. Have I validated that people actually want this solved?
7. Have I validated that they would pay for it?

8. Do I know what it actually takes — in time, money, and effort — to get one paying customer?
9. Do I know how far I am from first dollar?
10. What outcome would prove this is working in 90 days?
11. Am I building this because there's demand — or because building feels safer than selling?
12. Am I hoping that people who have no money will pay for something that isn't fundamentally necessary?
13. If someone had handed me this checklist a year ago — would I have been ready to answer honestly?

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