



STOP ASKING FRIENDS

IF YOUR IDEA IS GOOD

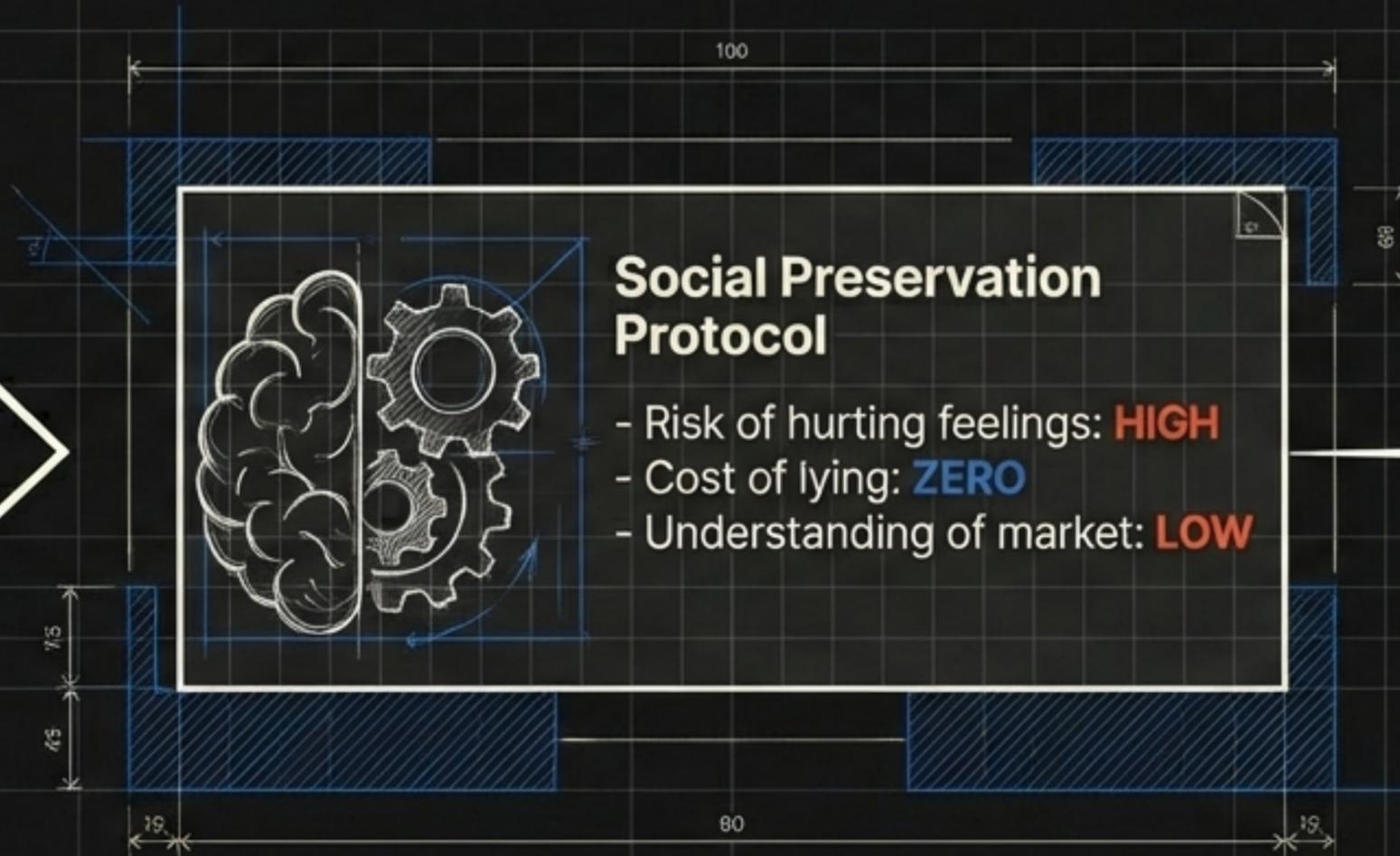


Why friendly validation is a confidence trap—and how to use public data to find the truth.

You aren't running a research study. You are triggering a social dynamic.

SOCIAL FILTER
Inter Regular

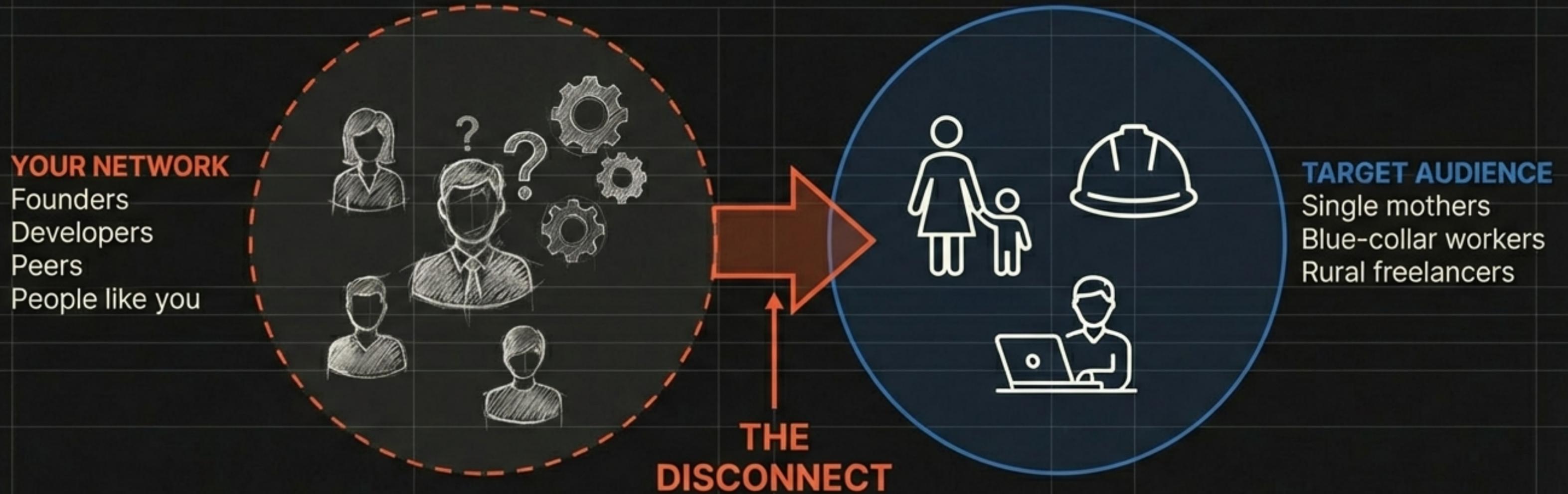
Is this idea good?



“I'd totally use that!”

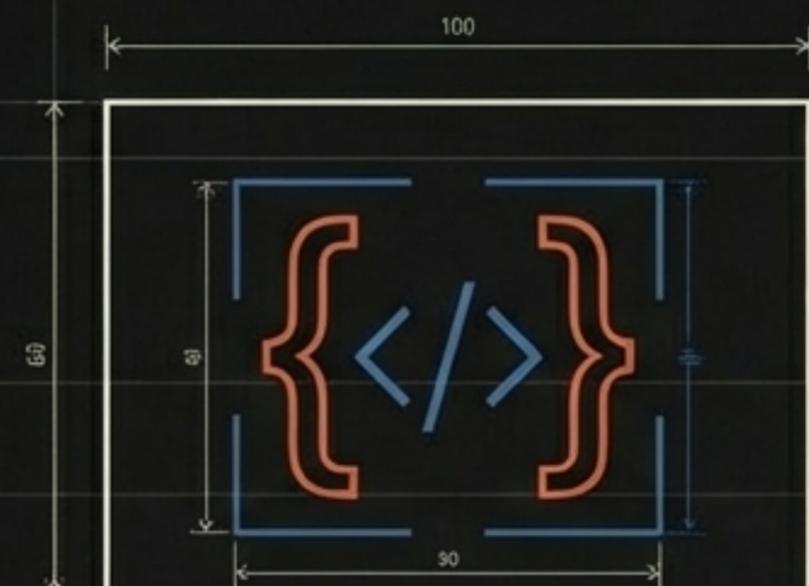
Telling a friend their idea is bad acts as a social risk. They will always choose the path of least resistance: encouragement.

Designing for your network means designing for a phantom customer.



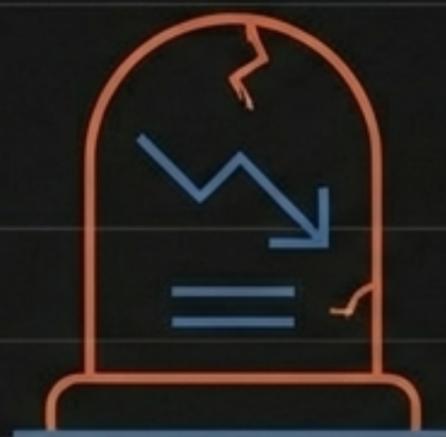
Insights from the wrong people aren't just unhelpful—they actively mislead you.

The 4 Hallucinations of Progress



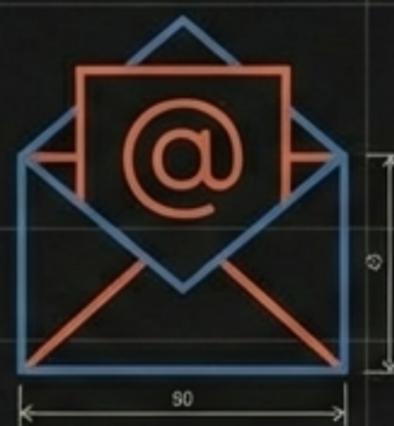
Building First

Premature momentum.
Writing code before
knowing who it is for.



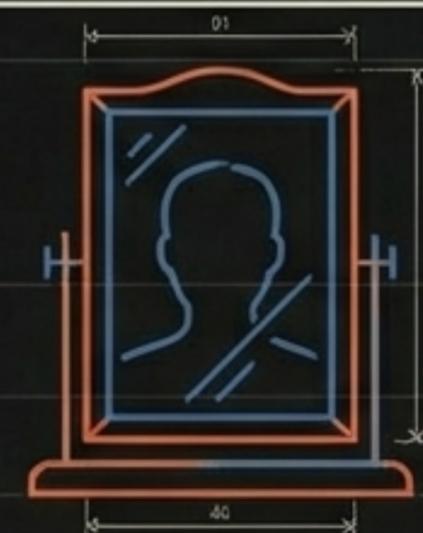
Chasing Trends

Building for crowded spaces
like AI or Productivity
without unmet needs.



Email Signups

Proof of curiosity, not
willingness to pay.



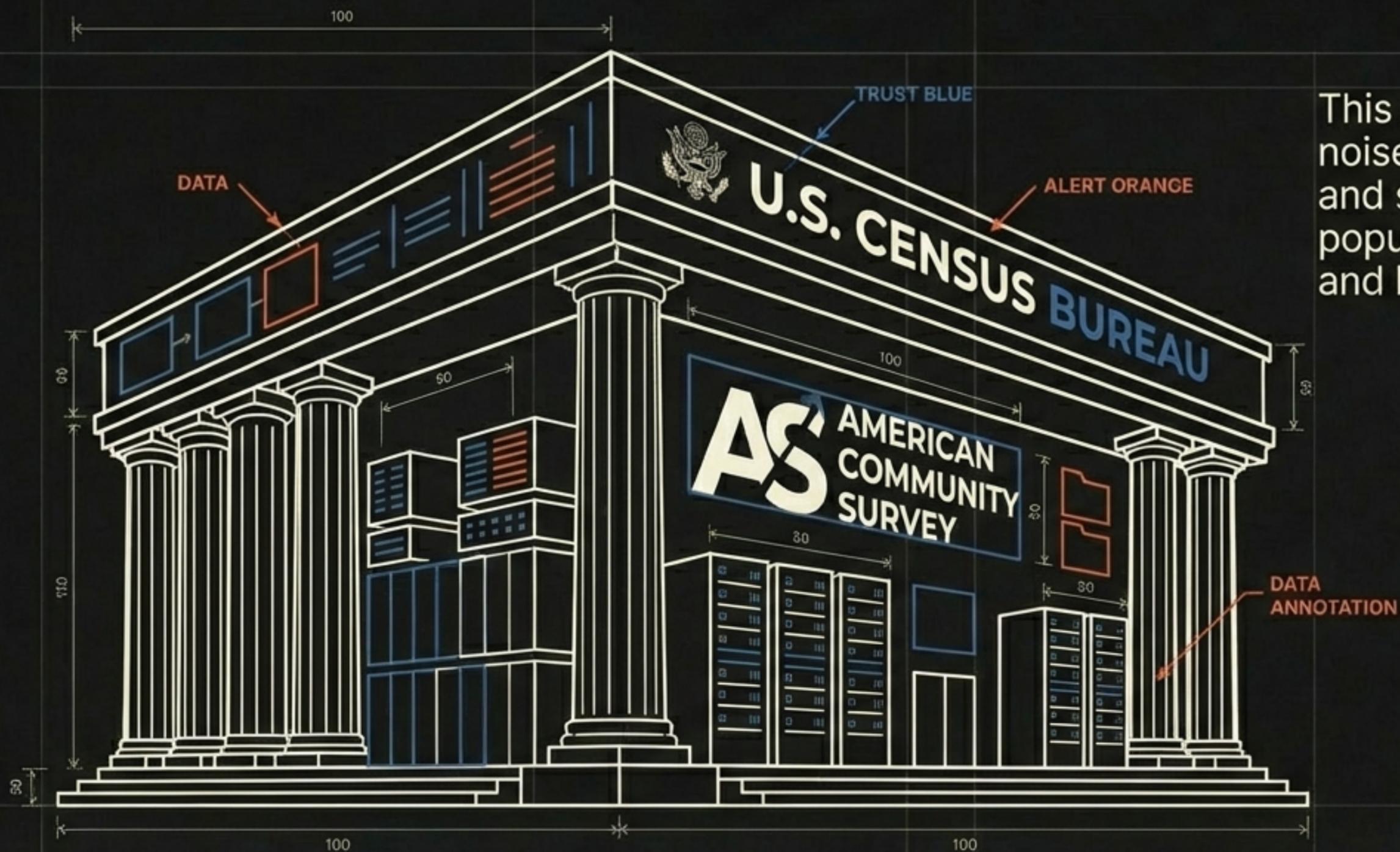
Self-Referencing

Assuming your personal
pain is universal.

All of these generate feelings of progress
without evidence of demand.

The Alternative: Public Data.

Replace opinions with nationally representative facts.

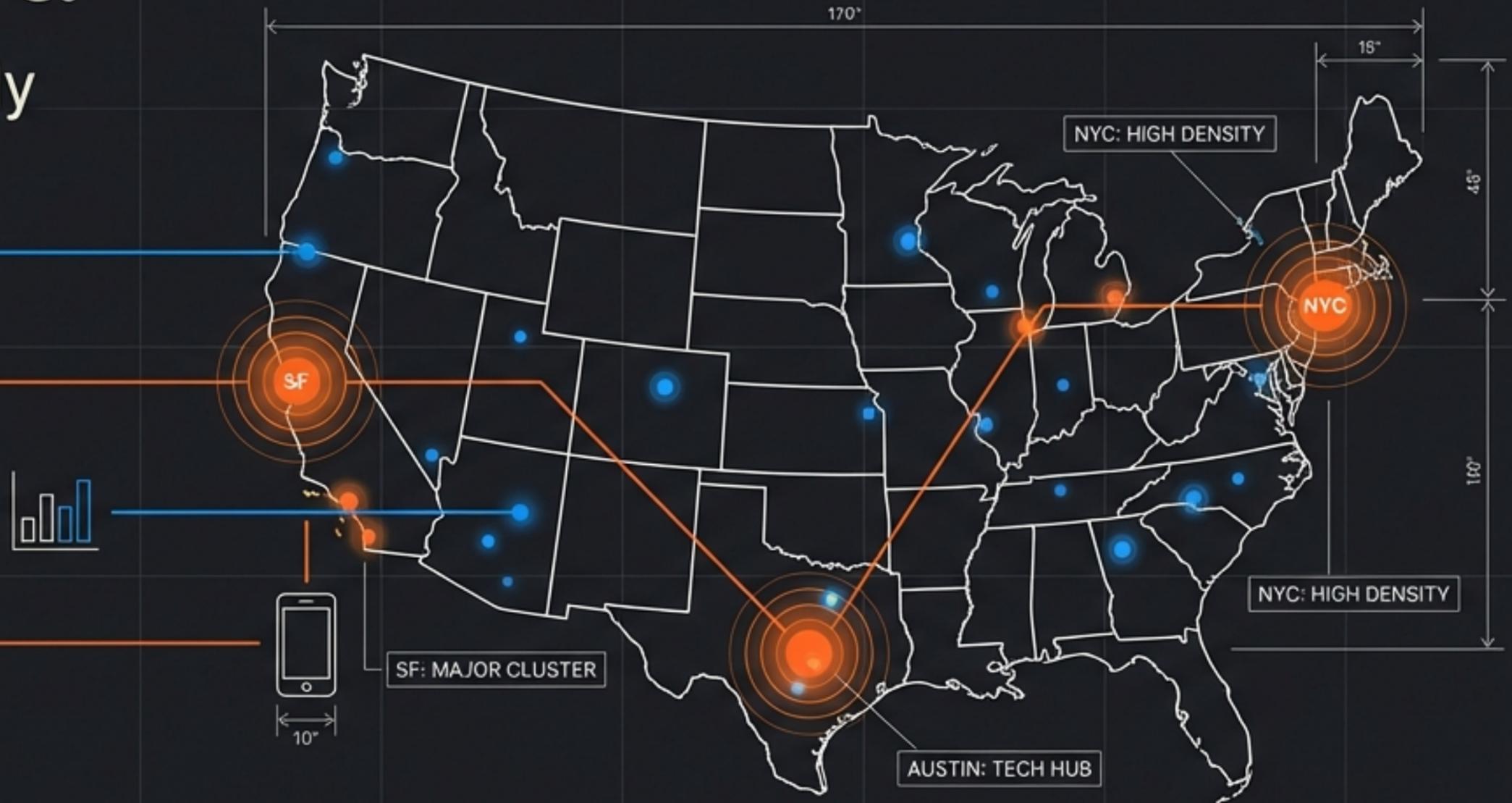


This is not vague demographic noise. It is granular, structured, and searchable reality regarding population segments, income, and behavior.

Data answers specific questions. Smiles do not.

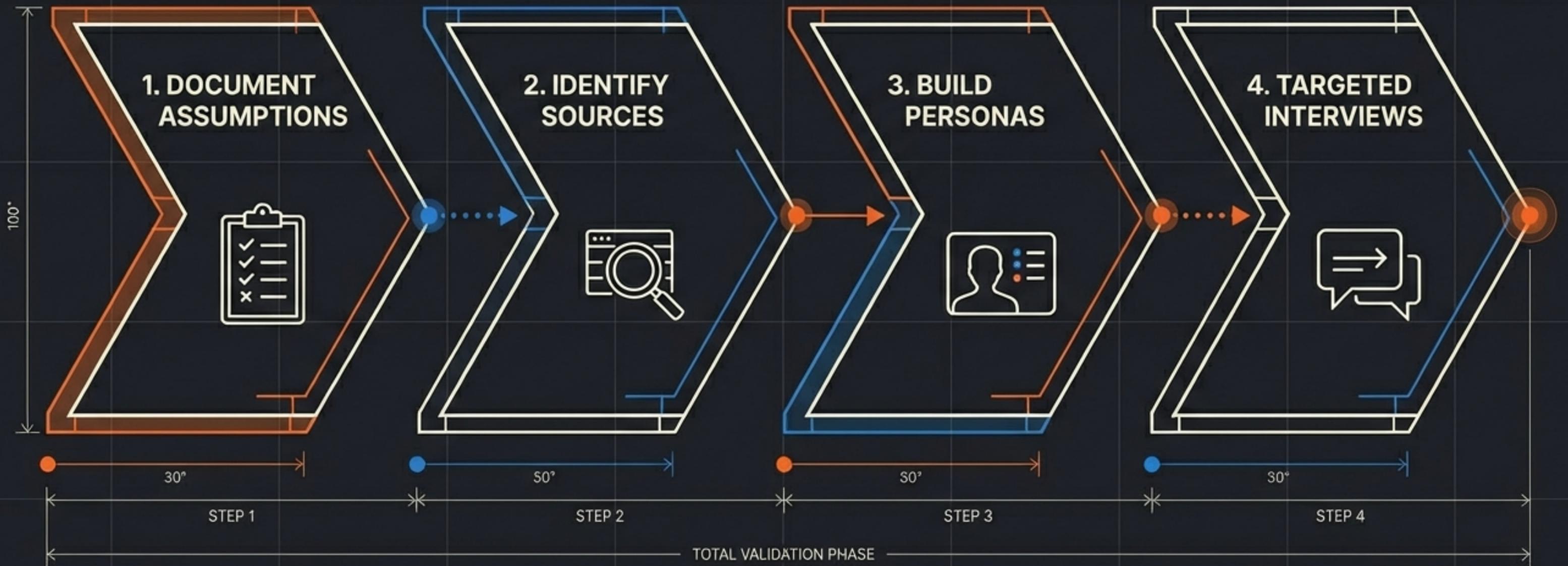
The Freelancer Case Study

1. **Market Size:** 57 Million freelancers in the US.
2. **Clusters:** High density in Austin, NYC, SF.
3. **Income:** Median household income \$65,000.
4. **Behavior:** 85% use mobile for business management.



This is a foundation for a go-to-market strategy before you write a single line of code.

The Framework: 4 Steps to Real Validation



Step 1: Document Your Assumptions

Treat every belief as a hypothesis.

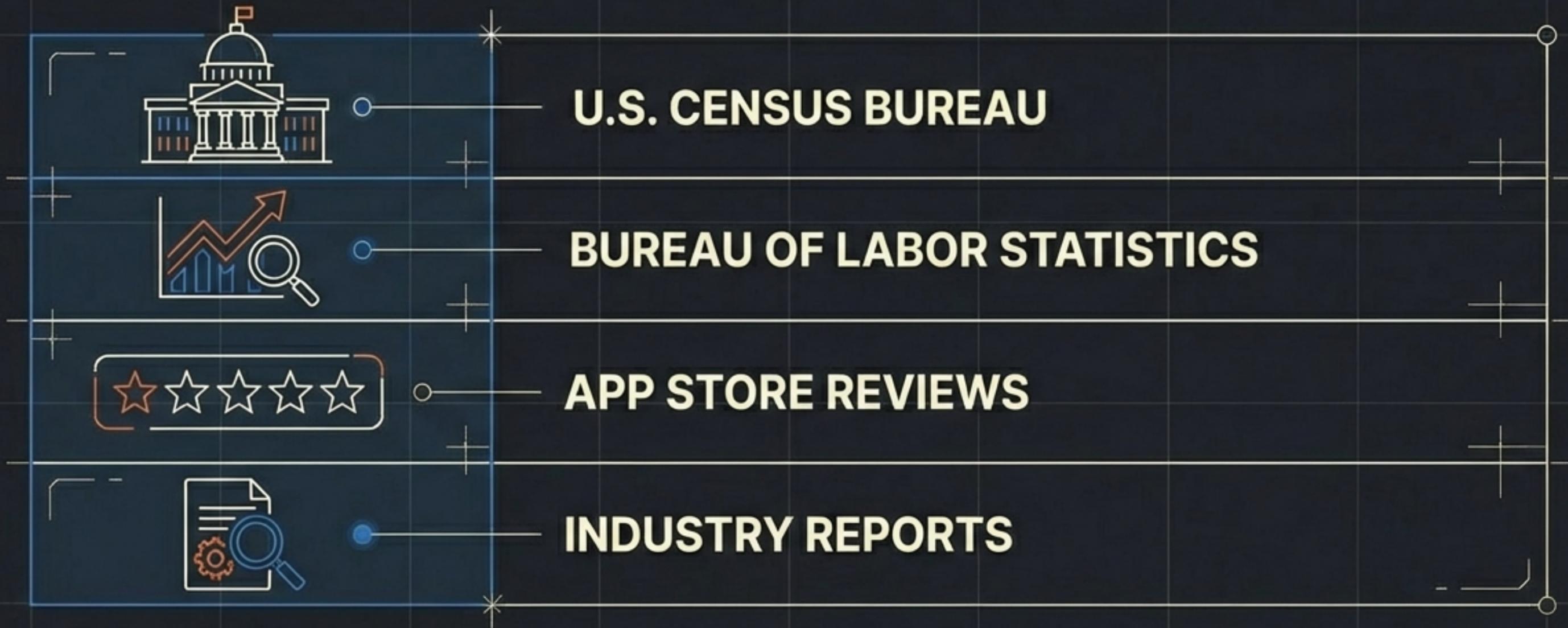
The 5 Core Assumptions

- PROBLEM:** Is it real and widespread?
- USER:** Who specifically has it?
- FREQUENCY:** How often does it happen?
- WILLINGNESS-TO-PAY:** Will they buy a fix?
- COMPETITIVE:** Is it already solved?

Do not write these loosely. Explicitly write down every belief your idea rests on.

Step 2: Confirm with Public Sources

Use free sources to check if the audience you picture actually exists at scale.



VERIFY MARKET SIZE BEFORE OPENING YOUR CODE EDITOR.

Step 3: Build Personas from Evidence

THE "VIBE" PERSONA



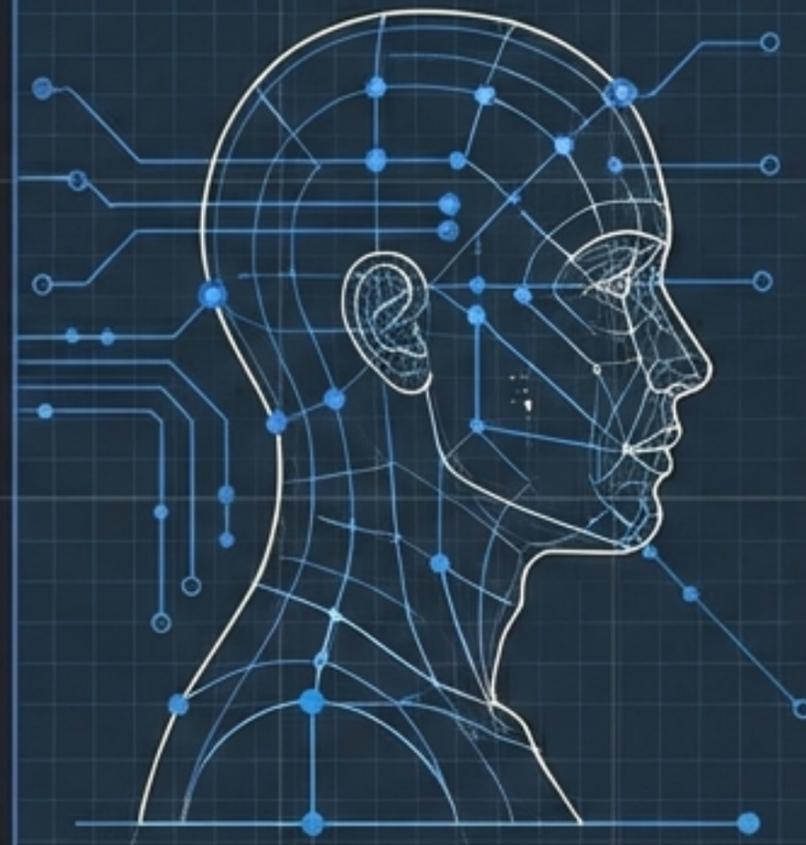
Name: Freelancer Frank.

Likes: Coffee.

Tech: Uses a Mac.

Source: Intuition.

THE DATA PERSONA



Role: Freelancer

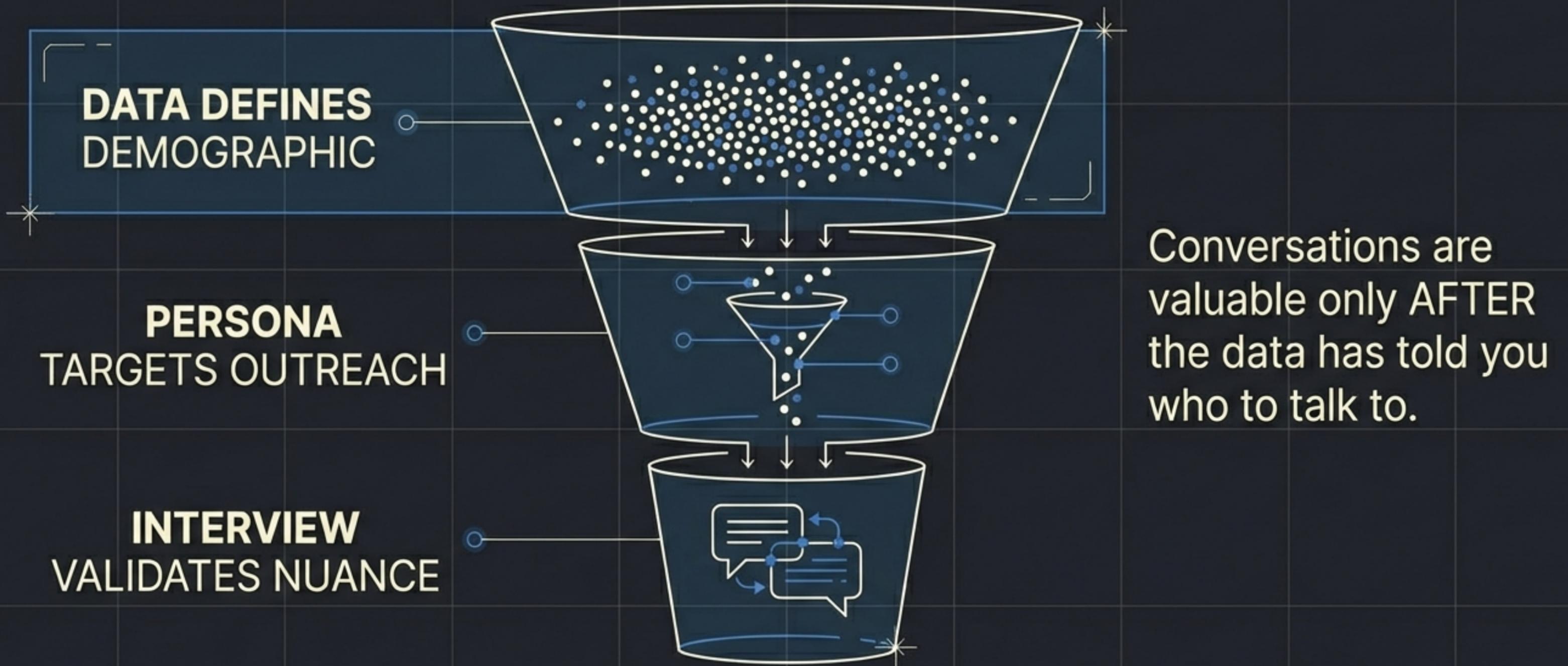
Income: \$65k Median

Location: Austin, TX

Behavior: Creates video content.

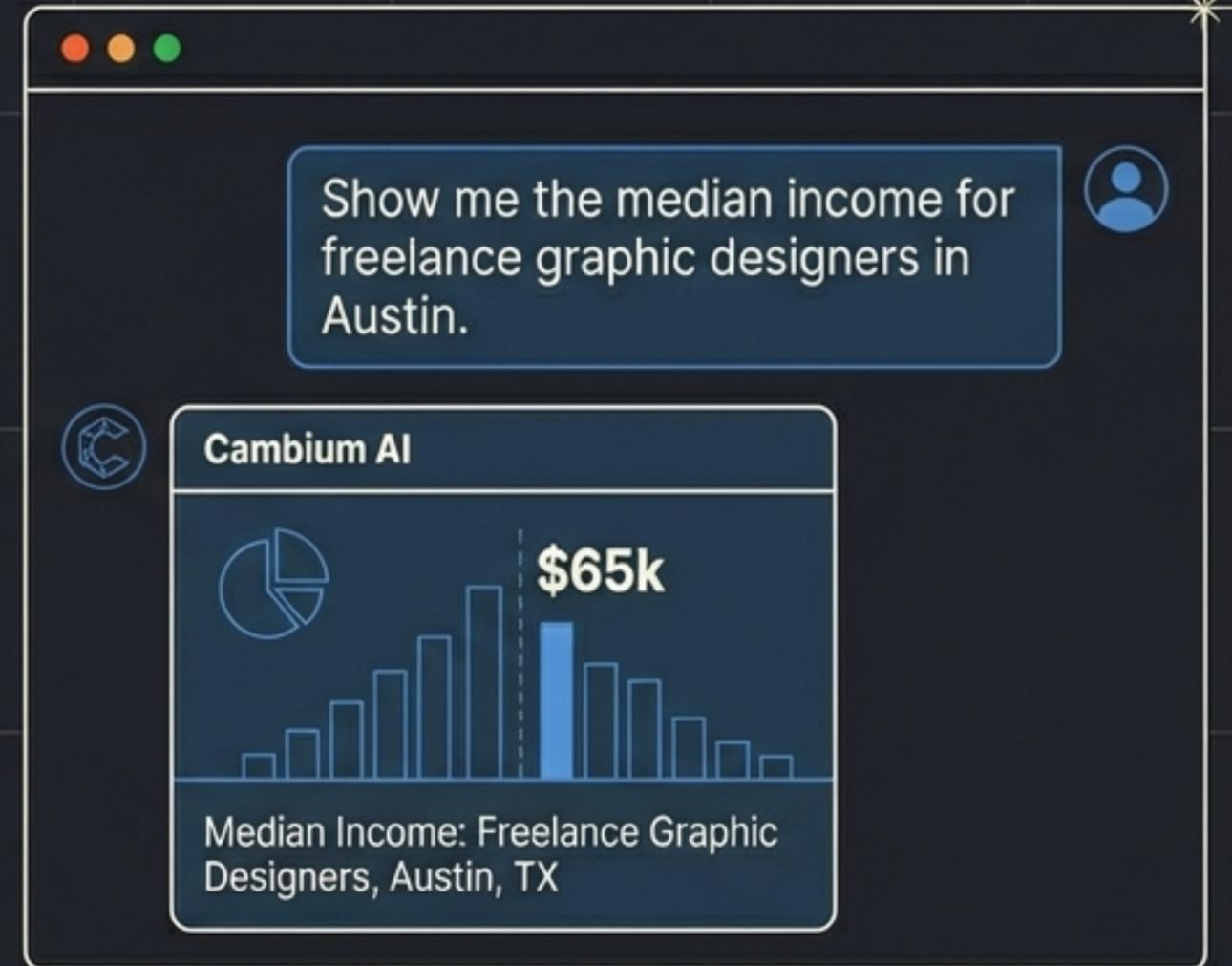
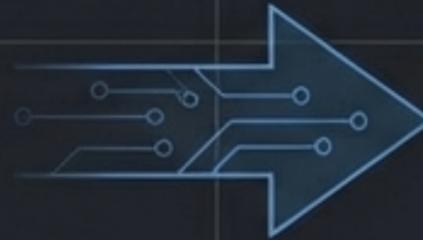
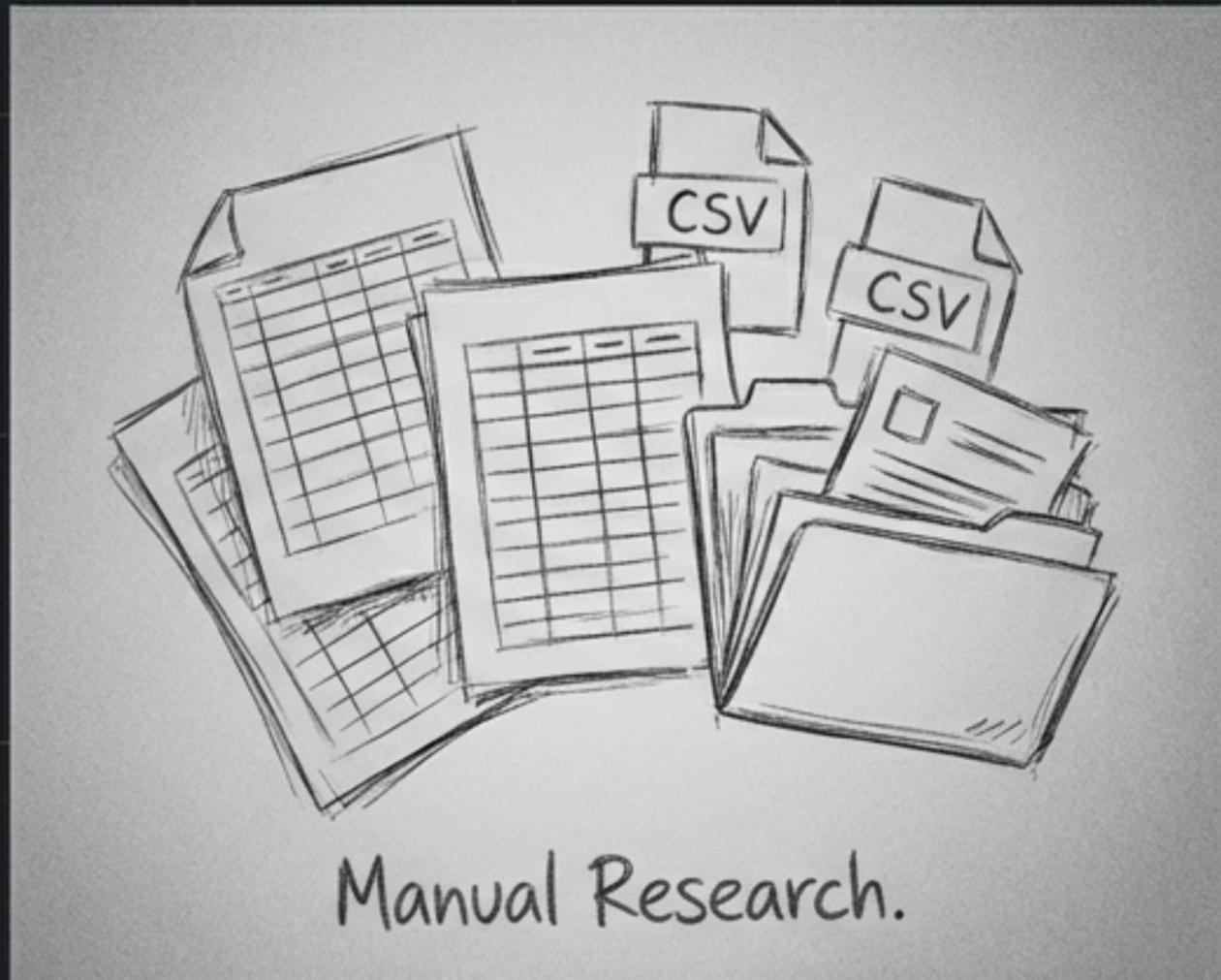
Source: Census Data.

Step 4: Talk to the RIGHT People



Query public data without the headache.

Meet Cambium AI.

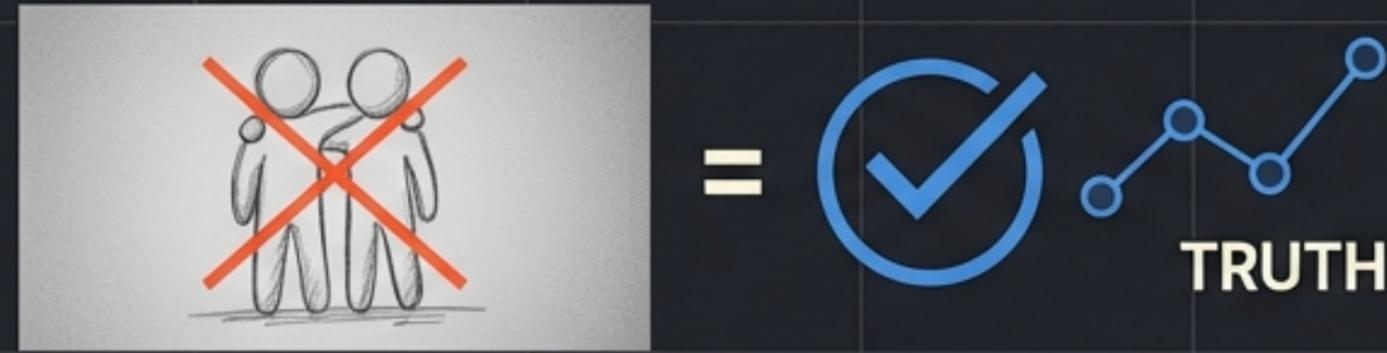


Generate statistically grounded personas instantly.

The Validation Recap

FRIENDS = SUPPORT.

(Not Truth.)



BUILDING EARLY = WASTE.

(Don't design for phantom customers.)



PUBLIC DATA = FOUNDATION.

(Prove the audience exists.)

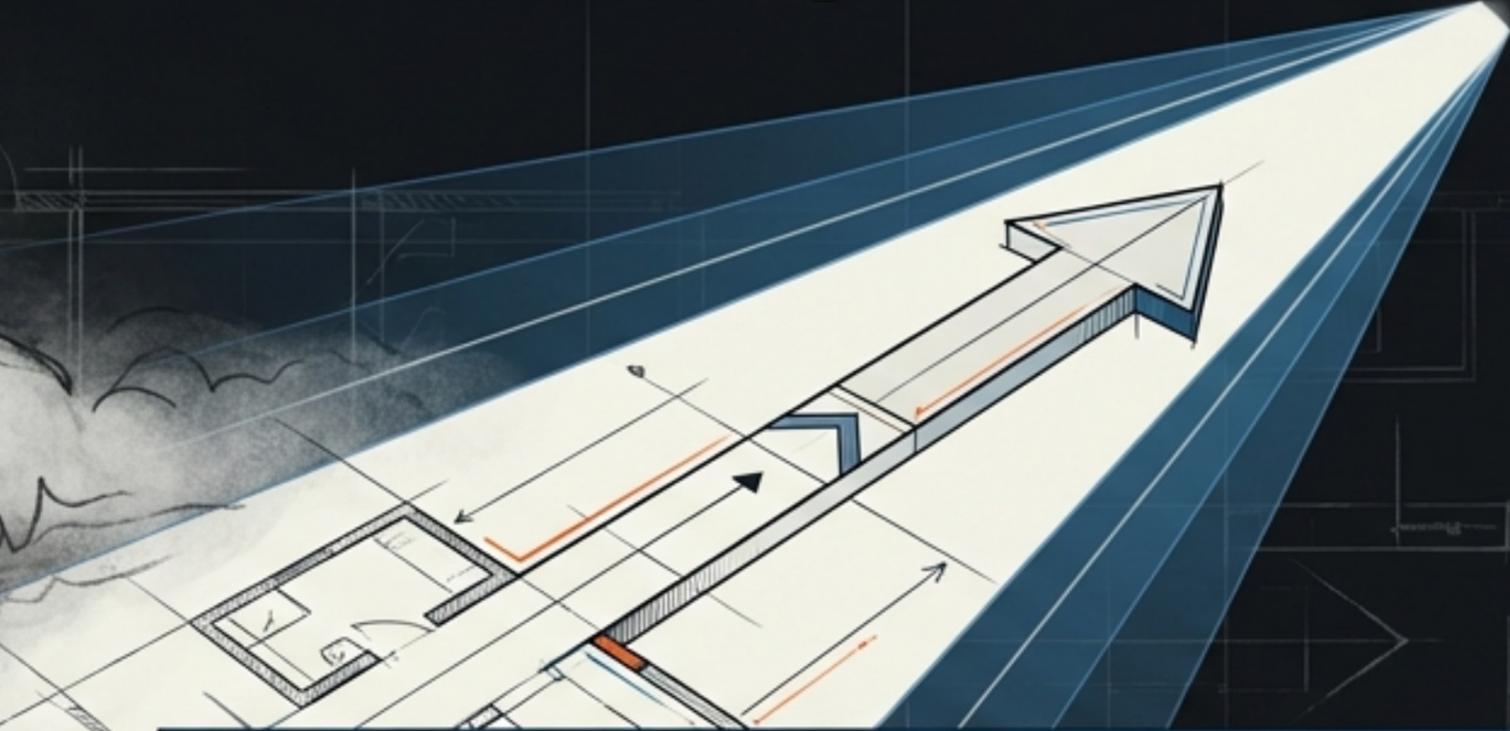


CAMBIUM AI = ACCELERATOR.

(Get answers without manual labor.)



**Grounding your idea in data doesn't
kill creativity—it focuses it.**



***STOP GUESSING.
START VALIDATING.***

Try Cambium AI for free