

Tool 3 — Market Insight Notes Worksheet

A qualitative companion to capture judgment, intuition, and second-order insights — not just scores.

Instructions: Write in complete thoughts. Capture uncertainty, contradictions, and weak signals. This tool is meant to surface insight that structured scoring often misses.

What patterns keep repeating?

Across interviews, competitors, or failures — what shows up again and again?

Where do customers seem most frustrated?

Moments of delay, confusion, manual work, or emotional annoyance.

What feels inefficient or outdated?

Processes, tools, or assumptions that persist only due to inertia.

Why do current solutions exist the way they do?

Historical constraints, legacy buyers, incentives, or technical limits.

Where might I be over-indexing on my own experience?

Assumptions driven by your background rather than market reality.

Where does my founder fit create an edge?

Unique access, insight, credibility, timing, or unfair advantages.

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