
Seeking Deep, Building Big

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The Problem Hypothesis

Instructions: Fill in the blanks below. Be as specific as possible.



THE CUSTOMER

I believe that

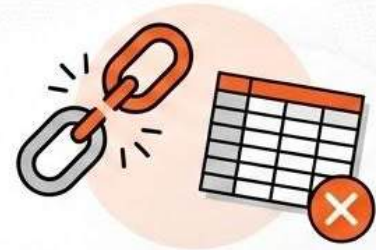
(e.g., Junior HR Managers at mid-sized tech firms)



THE STRUGGLE

struggle with

(e.g., tracking leave requests during holiday seasons)



THE CURRENT FAILURE

because the current way

(e.g., using shared Excel sheets leads to version conflicts and lost data).

The Mom Test

Bad Question (Yields Lies)



Would you use an app that tracks expenses?

Is security important to you?

How much would you pay for this?

The Flaw



Future Tense / Hypothetical

Generic Opinion

Price Guessing

Mom Test Question (Yields Facts)



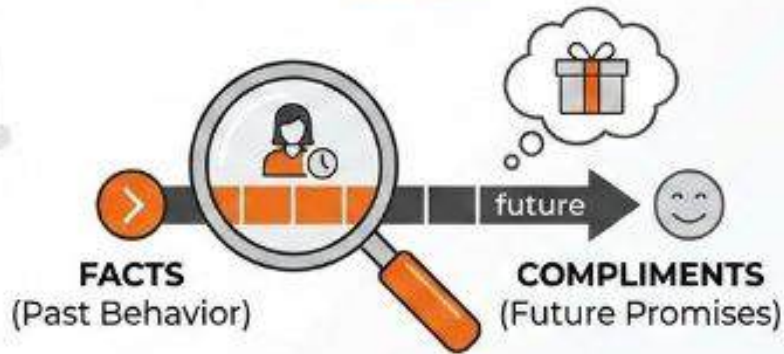
How do you track your expenses right now?

When was the last time you had a security breach? What happened?

How much does the current problem cost you in fines or lost time?

The Mom Test

Goal:



Learn to ask questions that yield **facts**, not compliments. If you ask 'Would you buy this?', they will lie to be polite.

The Golden Rule:



Do not mention your idea. Ask about their life.

Cofounder Match - 3Cs



Competence

Do they have the necessary skills?
(Technical, business, domain expertise).



Commitment

Are they as dedicated as you are?
(Time, financial risk, long-term long-term vision).



Chemistry

Can you work together effectively?
(Communication style, values, conflict resolution).