

Validation Canvas

THE VETERINARIAN
ENTREPRENEUR

Turn a hunch into a bet someone pays for —on a single page.

How to use it: fill it in one sitting, in pencil, in 20 minutes. If a box stays blank, **that's your next field task** —not your excuse to not start—. Fill it again every time the field corrects you.

1 • YOUR ASSET

The real pain

A problem you saw with your own eyes in your field —ranch, clinic, lab, apiary—.

Who suffers it?

Your niche, as specific as possible. Not “veterinarians”: “feedlot vets in the tropics”.

Your decisive advantage

What an engineer doesn't have: your domain + your access (the door they open for you) + the data only you see.

How do they solve it today?

And what it costs them —in money, time and frustration—. (Ask with the Mom Test: about past facts, not intentions.)

2 • YOUR BET

Your solution hypothesis

In one sentence, no jargon. “I help [who] to [outcome] without [today's pain].”

The cheapest test (Wizard of Oz)

How do you deliver the result BY HAND this week, without building anything or spending?

The signal that someone PAYS

The real behavior that proves it: a deposit, a letter of intent, 10 emails. Not “they told me they liked it”.

Your ceiling —you choose it—

A profitable niche, a one-person company, or an exponential rocket? You can change your mind; but write it down.

The golden rule: **validate demand before you build**. Testing is cheap; building what nobody wanted is expensive.

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