Foodsure.
innovation|solutions

MVP Validation Checklist
Is Your Food Product Ready for the Market?

1. Core Problem Solved

\# Does your product clearly solve a real consumer need (e.g., healthy snacking, lactose-free, low sugar, etc.)?

Tip: Ask yourself, "What gap am I filling in the market?"

2. Target Audience Identified

1. Have you clearly defined your primary customer persona (age, lifestyle, food habits)?

2. Have you validated that they are actively seeking your kind of product?

3. Functional & Safe Prototype

1. Has your MVP passed basic safety and hygiene requirements?

2. Is the recipe stable and repeatable at a small batch scale?

4. Basic Packaging Ready

1. Is your MVP packaged in a simple but functional way (e.g., ziplock, bottles, pouches)?

2. Are key details visible: product name, ingredients, use-by date?

5. Initial Pricing Feedback Collected

1. Have you tested different price points with at least 10-20 potential customers?

2. Have you identified whether the price feels worth it to the buyer?

6. Sensory Feedback from Real Consumers

1. Has the product been tested for taste, aroma, texture, and appearance by non-friends/family?
2. Have you collected structured feedback (Google form, feedback card, etc.)?the market?"

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7. Repeat Purchase Interest

1. Did at least 30–40% of testers express willingness to buy again or recommend?

2. Did anyone ask where they can buy it again or follow your page?

8. Basic Compliance Awareness

1. Are you aware of the FSSAI compliance requirements for your product type?

2. Have you checked if the ingredients or claims need approvals or licenses?

9. Small Batch Sales Tested

1. Have you tried selling at a pop-up, farmers' market, or via DMs to validate payment readiness?

2. Have you tracked what messaging or format worked best for conversions?

10. Ready to Pivot (If Needed)

1. Are you open to iterating your product based on consumer feedback?

2. Do you have 1–2 alternatives or improvements in mind?

Score Yourself

✅ 8–10 checks: Your MVP is in great shape! You're ready for a small-scale launch.

✅ 5–7 checks: You're close—refine based on real-world data and revisit gaps.

✅ Below 5 checks: Test more before investing heavily. Get expert help if unsure.

Pro Tip:
An MVP doesn't have to be perfect. It just has to be functional, safe, and valuable enough to test with the right audience.