

Curio Revelio

Idea Validation Report



Advanced Validation Report

Report Foreword - Flexiple

Flexiple is a fast growing network of the top 1% freelance developers and designers. It solves 2 key problems:

- 1) Recruiters: Hiring good and reliable freelancers;
- 2) Freelancers: Helping with sourcing work from reliable clients

With Freelance jobs rising by 41% in 2020*, this sector is going to grow further and Flexiple is posed well to dominate the market.

Report Summary - Flexiple

Report Summary	
Idea/Startup	Flexiple
Major* Problem it Solves	Hiring vetted freelance web developers and designers
Target Country	India (currently ~15% of Flexiple's traffic)
CEO/Founder(s)	Karthik Sridharan, Hrishikesh Pardeshi

Demand Estimation: Relevant Search Keywords

Top Relevant Keywords*
freelance web developer
website developer
freelance graphic designer
freelancer for website
web development company
web design company
freelance web designer
freelance android developers
android developer
android app developer
website development company

Demand Estimation: Potential Demand

Demand Estimation	# of Monthly Online Searches*	Definition
Relevant monthly traffic	89,720	Demand for exact solution
Potential monthly traffic	748,330	Demand related to the solution

Demand Estimation: Competition for the Idea

Online Competition	Level	Competition Index* (0-100)	Definition
Direct Competition	Medium	39	Direct competition for Google Search ads
Indirect Competition	Low	23	Indirect competition for Google Search ads

Customer Insights

- Problem Relevance
- Alternatives
- Usefulness
- Uniqueness
- Consideration
- Virality / Word of Mouth

Customer Insights: Problem Relevance

Is the Problem relevant to you?



High Relevance: 3.7 / 5

The problem is highly relevant to firms wanting to hire vetted freelance developers and designers



Average score



Flexiple score*

Customer Insights: Alternatives

How do you currently solve the problem?

- Job postings on LinkedIn & other job portals
- Job postings on Freelancer job portals: Toptal, Upwork, Freelancer.com, Arc.dev
- References through friends and other developers/designers
- Personal network

Customer Insights: Idea Usefulness

Is the idea useful to solve this problem?



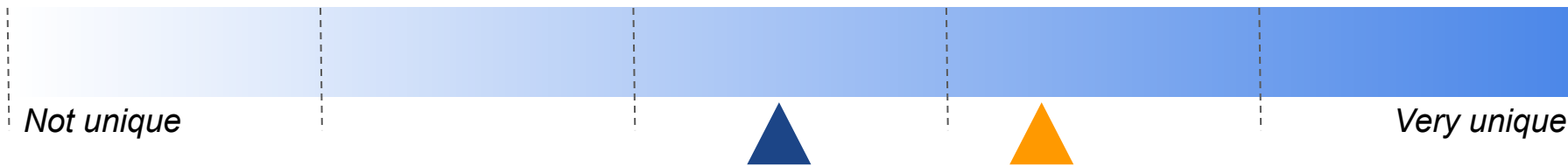
Very High Usefulness: 4.1 / 5

The idea is highly useful for firms wanting to hire vetted freelance developers and designers

▲ **Average score** ▲ **Flexiple score***

Customer Insights: Idea Uniqueness

Is the idea unique and new?



Above Average Uniqueness: 3.3 / 5

The idea is not very unique since multiple freelance platforms are available, but very few with a thorough vetting process



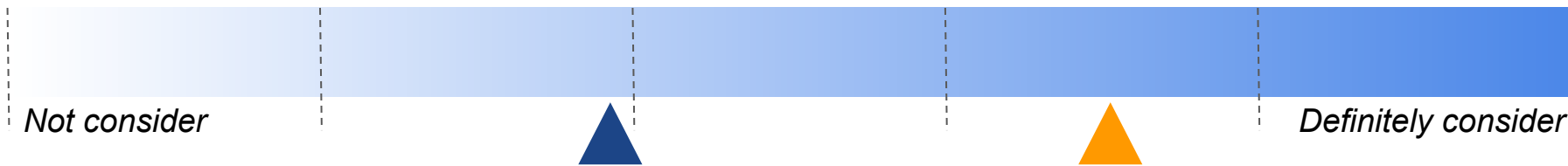
Average score



Flexiple score*

Customer Insights: Idea Consideration

Will you consider purchasing this solution?



High Consideration: 3.5 / 5

The defined target audience has high consideration for purchasing since vetting is a major pain point for hiring teams



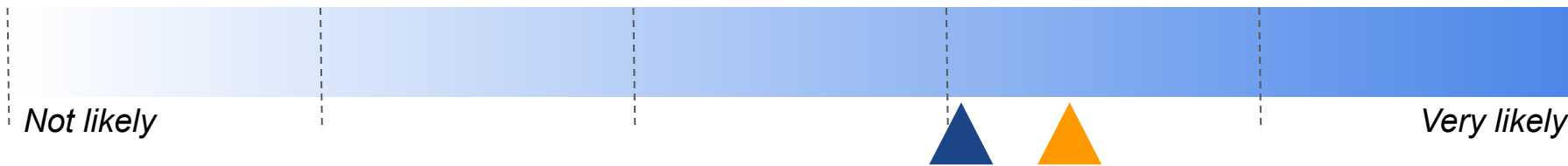
Average score



Flexiple score*

Customer Insights: Idea Virality

How likely are you to recommend this idea to your friends & family?



Above Average Virality: 3.4 / 5

The hiring firms are likely to recommend this idea to other firms. Extremely high competition for good talent impacts virality score here.



Average score



Flexiple score*

This was the Advanced Validation report

**Checkout our Expert Idea Validation for a more
detailed validation**

curiorevelio.com/idea-validation

FAQs

- **What is the difference between “Demand for exact solution” and “Demand related to the solution”?**

We estimate demand based on certain keywords in Google Search. Now the demand for exact solutions is based on the top relevant keywords on page #3, the potential demand represents users who are searching for related solutions but not the exact solution represented by the top relevant keywords. This varies for each problem-solution combination and can go into 1000s of keywords.

- **What is Google’s Competition Index?**

As per Google, it shows “how competitive ad placement is for a keyword, specific to the location and Search Network targeting options that you’ve selected. The level of competition from 0-100 is determined by the number of ad slots filled divided by the total number of ad slots available.” In simpler terms, it represents how much competition there is for the keyword(s) for paid ads.

For any questions please write to info@curiorevelio.com

FAQs

- **What does “Average Score” mean in Customer Insights?**

“Average score” represents the score that other startup ideas have received in the past while using this tool. This is currently industry, country and customer profile agnostic and should be taken only as a reference point to see where your startup idea stands

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