

How to validate your startup business plan with DIY consumer behavior surveys

Jamee Herbert had an exciting business idea: Help parents fulfill both their childcare needs and career dreams with a new financial service. Would consumers want it? She found out by doing her own market research with SurveyMonkey Audience.



SURVEY DATA

1 in 3
parents

face childcare-related credit card debt

60%
of parents

return to work partly due to childcare costs

77%
of parents

were interested in Jamee's idea



Jamee Herbert
CEO
BridgeCare Finance

THE CHALLENGE

You think your idea is great (and so does your network) ... but is it?

Jamee Herbert stood at the brink of a life-changing decision. She had found what looked like an impactful business idea of immense untapped potential. Was it worth leaving the corporate world to follow her dream as an entrepreneur?

She saw that middle-income couples, especially women, face big obstacles when trying to have both a career and a family. Childcare costs were a crucial sticking point.

Jamee envisioned a new financial service to fix that. Her friends and contacts thought the idea was brilliant, but **would consumers be interested?** How would she prove that to **potential investors?** And how could she estimate the **market size?**

“We had to have more than just a gut instinct. We needed data to look at where we could fit into parents’ lives.”

THE ANSWER

Need external validation? Listen to your target market in real time

Jamee needed to survey parents nationwide to confirm what her instincts told her. So she turned to **SurveyMonkey Audience**, a fast, easy-to-use, cost-effective consumer panel.

“Using Audience was the first thing we did to get external, concrete validation that there was **a huge market opportunity here**,” she says.

The survey responses came in over the next 24 hours. Jamee read them in real time, wondering, “Is this the opportunity that I think there is? Is the data going to match that?”

“It was my future that I was seeing coming in, essentially.”



Helping parents.

The startup offers payment plans and employer programs to make childcare more affordable.

THE TAKEAWAY

See your idea become a company with Market Powered Data

77% of parents, Jamee saw, were interested in the kind of service she was creating. Her survey data became crucial in building a cohesive vision.

“We would not be here without what we found from that first survey.”

Company

BridgeCare Finance

Strategic goal

Business plan validation

Solution

SurveyMonkey Audience

Success factor

Real-time market feedback

“The fact that they had **solid and compelling market data** was a major influencer in getting me to invest,” says Bill Lemon, one of the first venture investors to support BridgeCare Finance.

The startup soon won a spot in the prestigious Techstars Impact Accelerator in Austin. Jamee moved to Texas and started planning for nationwide expansion, which of course necessitates fresh Market Powered Data.

“Now,” Jamee says, “we’re using Audience to figure out which states to go to next and when.”