

# 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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