

HOW TO SYNTHESIZE **CUSTOMER INSIGHTS** AND **DEMAND SIGNALS**

Turning raw data into actionable intelligence

WHERE THIS IS USED

- Venture Studio programs
- Accelerators
- Corporate Incubators
- CVC pre-investment transitions

AUDIENCE

- Venture Builders
- Research Analysts
- Innovation Leads
- Investment Associates
- Program Directors

PHASE

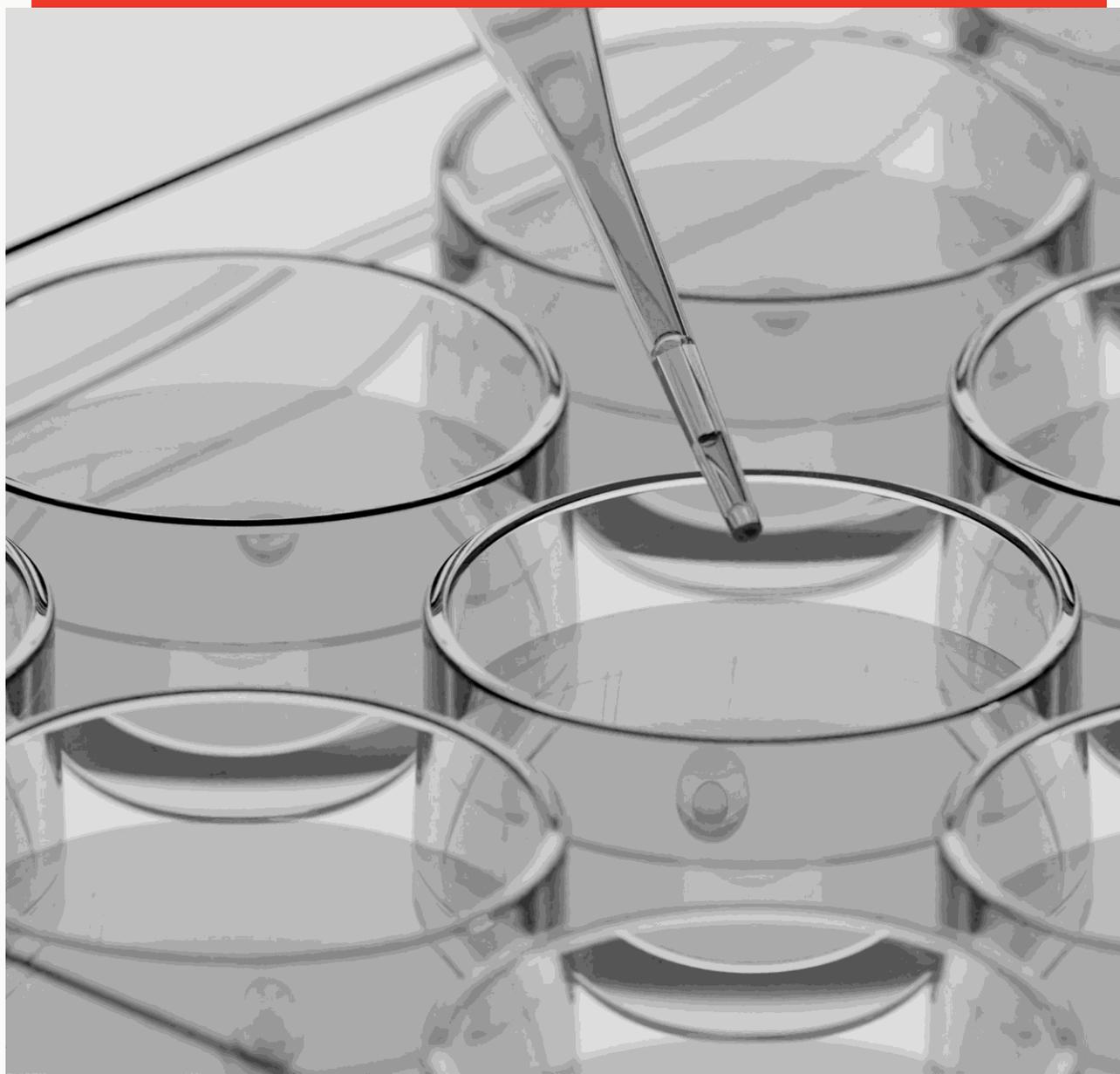
Phase Two: Validation & Design → Insight Synthesis Gate (End of Week 4)

1

EXECUTIVE SUMMARY

Customer insights are only valuable when they are **organized, prioritized, and communicated** to decision-makers in a form that drives action. This guide transforms raw interview data, willingness-to-pay signals, and behavioral observations into a structured Customer Insight Report and a prioritized Demand Signal Dashboard.

These outputs serve as the evidentiary foundation for all downstream decisions in Phase Two, including [MVP specification](#), financial modeling, and the Go/No-Go decision.



THE CORE PROBLEM

Why Most Teams Get This Wrong

- Most teams collect insights but never synthesize them — learning stays trapped in individual notes.
- Without structure, all insights feel equally important, which means none of them drive decisions.
- Demand signals are confused with interest signals — 'this is interesting' is not the same as '*I will pay for this.*'
- Insights from qualitative interviews are dismissed as anecdotal without a quantitative complement.
- Teams present raw data to executives rather than evidence-backed conclusions, causing distrust.



PREREQUISITES

- Completed Guides A1 and A2: interview notes, tagging data, concept scoring, and willingness-to-pay results
- A data aggregation tool: Airtable, Notion, or a spreadsheet with standardized column headers
- Access to an AI analysis tool (Claude or equivalent) for pattern recognition
- A defined reporting format agreed with your executive sponsor or [investment committee](#)



4

EXPECTED OUTPUT/ SUCCESS CRITERIA

You Have Succeeded When:



All interview data consolidated in a single structured database with consistent tagging



A Customer Insight Report produced with: Top 3 Validated Pain Points, Demand Signal Score, Segment Sizing Estimate, and Behavioral Patterns



A one-page Demand Signal Summary ready for executive presentation



A clear recommendation on which customer segment to prioritize for the MVP



Phase One hypotheses formally closed with a Validated / Invalidated / Modified status



STEP-BY-STEP INSTRUCTIONS

STEP 1 CONSOLIDATE ALL RAW DATA

- 1.1 Export all interview notes, concept scoring sheets, pricing survey results, and landing page analytics into one master spreadsheet.
- 1.2 Standardize your columns: Interview ID, Date, Segment, Pain Tags, Behavior Tags, Constraint Tags, Quote, Concept Score, Willingness-to-Pay Range, Conversion Action (Y/N).
- 1.3 Assign a Demand Signal Score to each interviewee: $(\text{Pain Severity } 1-5) \times (\text{Willingness to Pay } 1-5) \times (\text{Urgency } 1-5) / 125 = 0-100$ score.
1 = no evidence, 3 = moderate signal, 5 = clear, unprompted, repeated evidence.

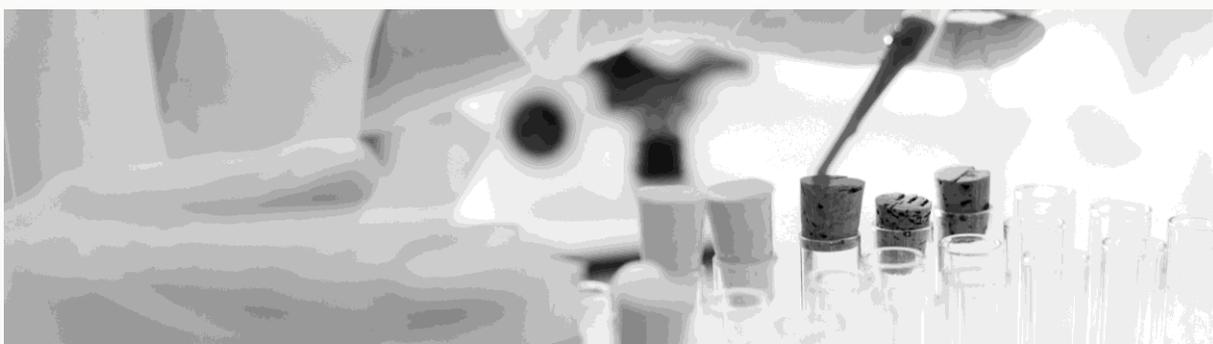
STEP 2 RUN AI PATTERN ANALYSIS

- 2.1 Paste the consolidated data into your AI tool with this prompt:

AI PROMPT

"Analyze this customer research dataset. Produce: (1) The top 5 pain theme clusters with frequency and representative quotes, (2) Behavioral patterns that reveal how customers currently cope, (3) Segment comparison: which segment has the highest combined Demand Signal Score, (4) Correlation between pain severity and willingness to pay, (5) The 3 biggest surprises in the data that challenge our original hypothesis."

- 2.2 Cross-reference AI output against your own reading of the raw data. Flag any AI interpretation that lacks direct quote support.



STEP 3 PRODUCE THE CUSTOMER INSIGHT REPORT

3.1 Structure your report using these 6 sections:

SECTION	CONTENT
1. Research Overview	Methodology, sample size, segments covered, interview dates, tools used
2. Validated Pain Points	Top 3 pains ranked by Demand Signal Score with verbatim quotes and frequency data
3. Behavioral Patterns	How customers currently cope with the problem — these reveal switching costs and incumbents
4. Demand Signal Analysis	Willingness-to-pay ranges, pricing anchors, fake door conversion rates by segment
5. Hypothesis Scorecard	Phase One hypotheses with status: Validated / Partially Validated / Invalidated and evidence
6. Recommended Priority Segment	One paragraph: which segment to target for the MVP and why, with supporting data

STEP 4 BUILD THE ONE-PAGE DEMAND SIGNAL SUMMARY

- 4.1** Distill the full report into a single page containing: (1) Priority Pain Point in one sentence, (2) Top customer quote, (3) Target segment, (4) Demand Signal Score, (5) Willingness-to-pay range, (6) Recommended next action.
- 4.2** This document goes to your executive sponsor and investment committee. Ensure this document can be understood by a reader with no prior context.



STEP 5 FORMALLY CLOSE PHASE ONE HYPOTHESES

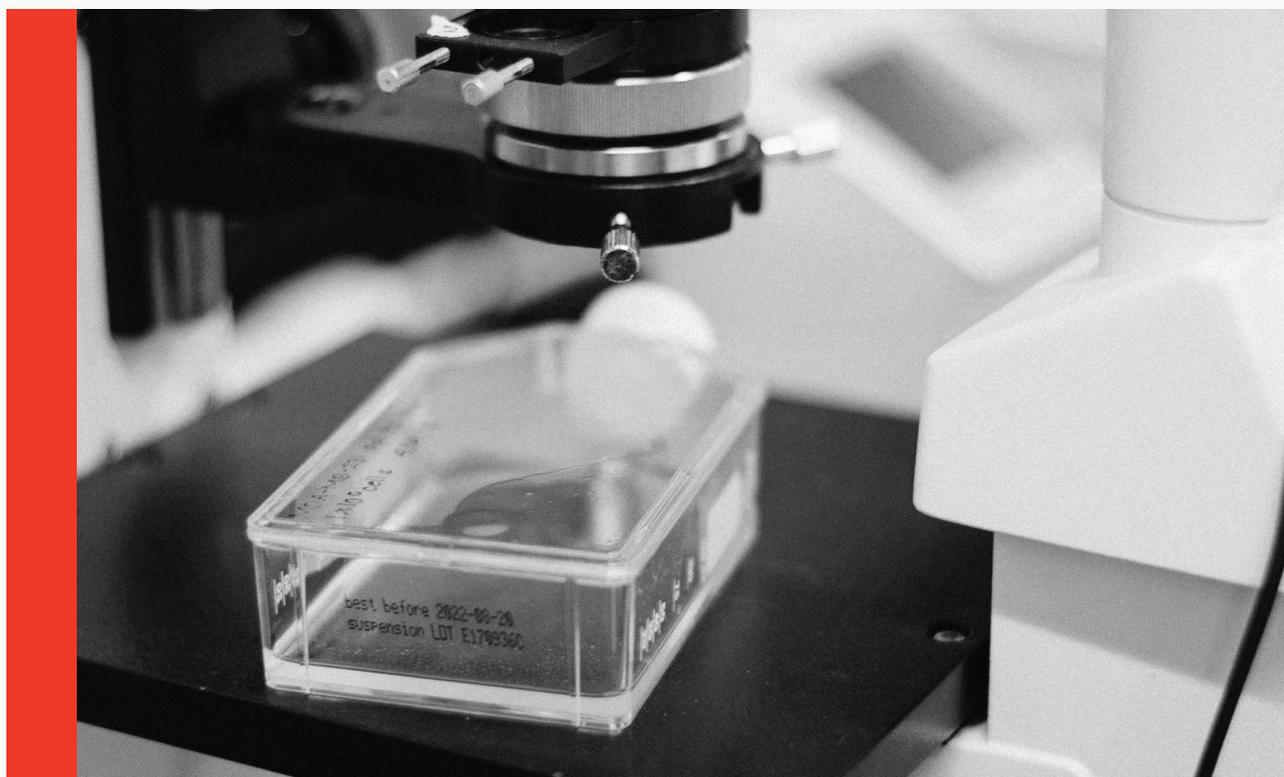
- 5.1 For each hypothesis from Phase One, write a 2-sentence closing statement: what the data showed and what you now believe.
- 5.2 Submit to your program director or executive sponsor for sign-off.
- 5.3 This closure document protects the team from being asked to re-validate already-closed questions later.



6

TROUBLESHOOTING

ISSUE	LIKELY CAUSE	FIX
No clear priority segment emerges	Demand Signal Scores are too similar across segments	Add a 'Urgency to Act' dimension to your scoring. The segment with the highest urgency is your beachhead.
Executive rejects insight report as 'too qualitative'	Report lacks quantitative demand signals	Add landing page conversion data and pricing survey stats. Pair every qualitative insight with a numeric signal.
Phase One hypotheses all show 'Invalidated'	Phase One challenge statement was too narrow or wrong	This is valuable. Escalate to program director. A pivot may be required before proceeding to MVP design.





VALIDATION STEPS

Is there one clear priority segment with the highest Demand Signal Score?

Does your executive sponsor accept the insight report as sufficient evidence to proceed?

Have all Phase One hypotheses been formally closed with written status?

8

NEXT STEPS



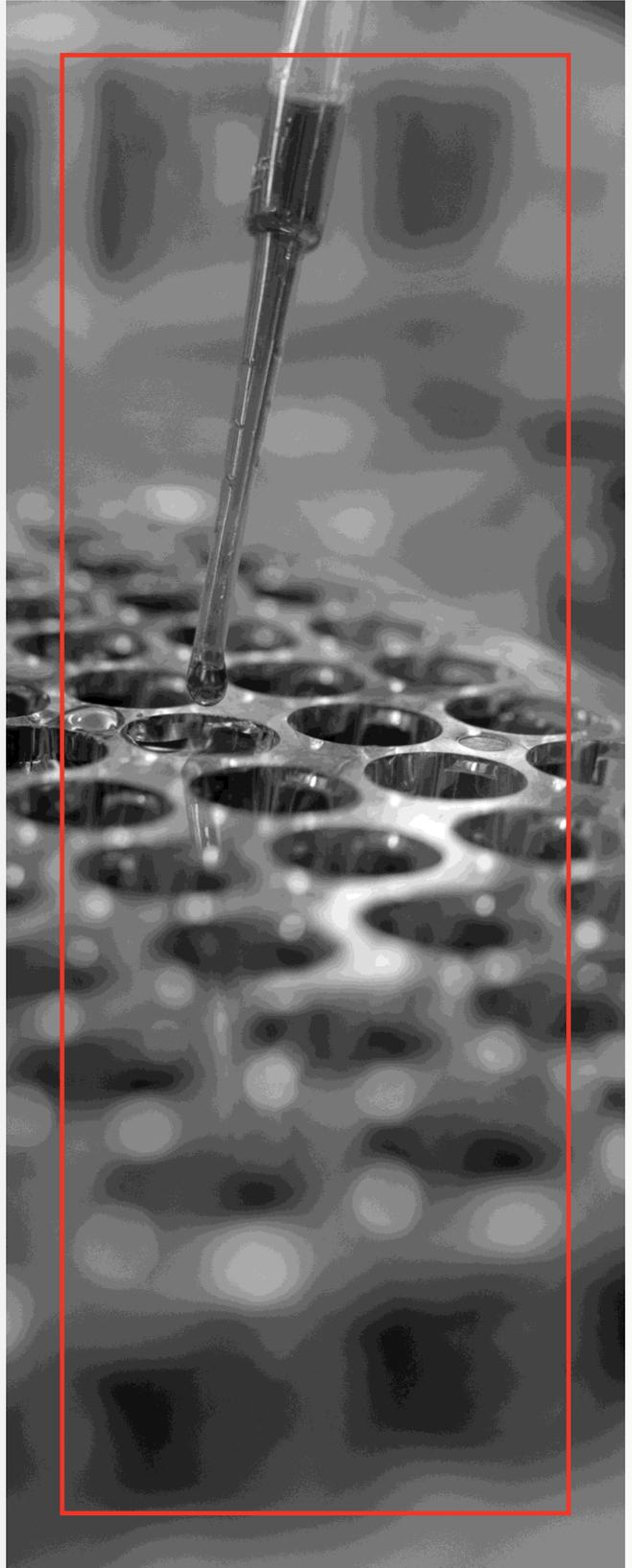
Proceed to Section B: Solution Design and MVP Specification



Share the Customer Insight Report with the MVP design team as their primary brief



Archive the full research dataset for use in financial modeling (Guide C2)



CHECKLIST

DATA CONSOLIDATION

- All raw data from Guides A1 and A2 exported into a single master spreadsheet
- Columns standardized: Interview ID, Date, Segment, Pain Tags, Behavior Tags, Constraint Tags, Quote, Concept Score, WTP Range, Conversion Action
- Demand Signal Score calculated for every interviewee: $(\text{Pain Severity} \times \text{Willingness to Pay} \times \text{Urgency}) / 125$
- All data sources included: interview notes, concept scoring sheets, Van Westendorp pricing results, landing page analytics

AI PATTERN ANALYSIS

- All consolidated data submitted to AI tool with batch analysis prompt
- AI output cross-referenced against raw source notes – no interpretation accepted without direct quote support
- Top 5 recurring pain theme clusters identified with frequency counts
- Behavioral patterns documented: how customers currently cope reveals switching costs and incumbent solutions
- Correlation between pain severity and willingness to pay analyzed
- Top 3 biggest surprises that challenge Phase One hypotheses documented

CUSTOMER INSIGHT REPORT

- Section 1 complete: Research Overview with methodology, sample size, segments, dates, and tools
- Section 2 complete: Top 3 Validated Pain Points ranked by Demand Signal Score with verbatim quotes
- Section 3 complete: Behavioral Patterns showing how customers currently cope and what they use instead
- Section 4 complete: Demand Signal Analysis with WTP ranges, pricing anchors, and conversion rate data
- Section 5 complete: Hypothesis Scorecard – each Phase One hypothesis formally closed with evidence
- Section 6 complete: Recommended Priority Segment with supporting data justification

DELIVERABLES & SIGN-OFF

- One-page Demand Signal Summary produced: Priority Pain, top customer quote, target segment, Demand Signal Score, WTP range, recommended action
- Priority segment identified with the highest Demand Signal Score
- All Phase One hypotheses formally closed in writing with Validated / Partially Validated / Invalidated status
- Phase Two Insight Report shared with executive sponsor and sign-off obtained
- Customer Insight Report handed to MVP design team as their primary brief before proceeding to Section B

