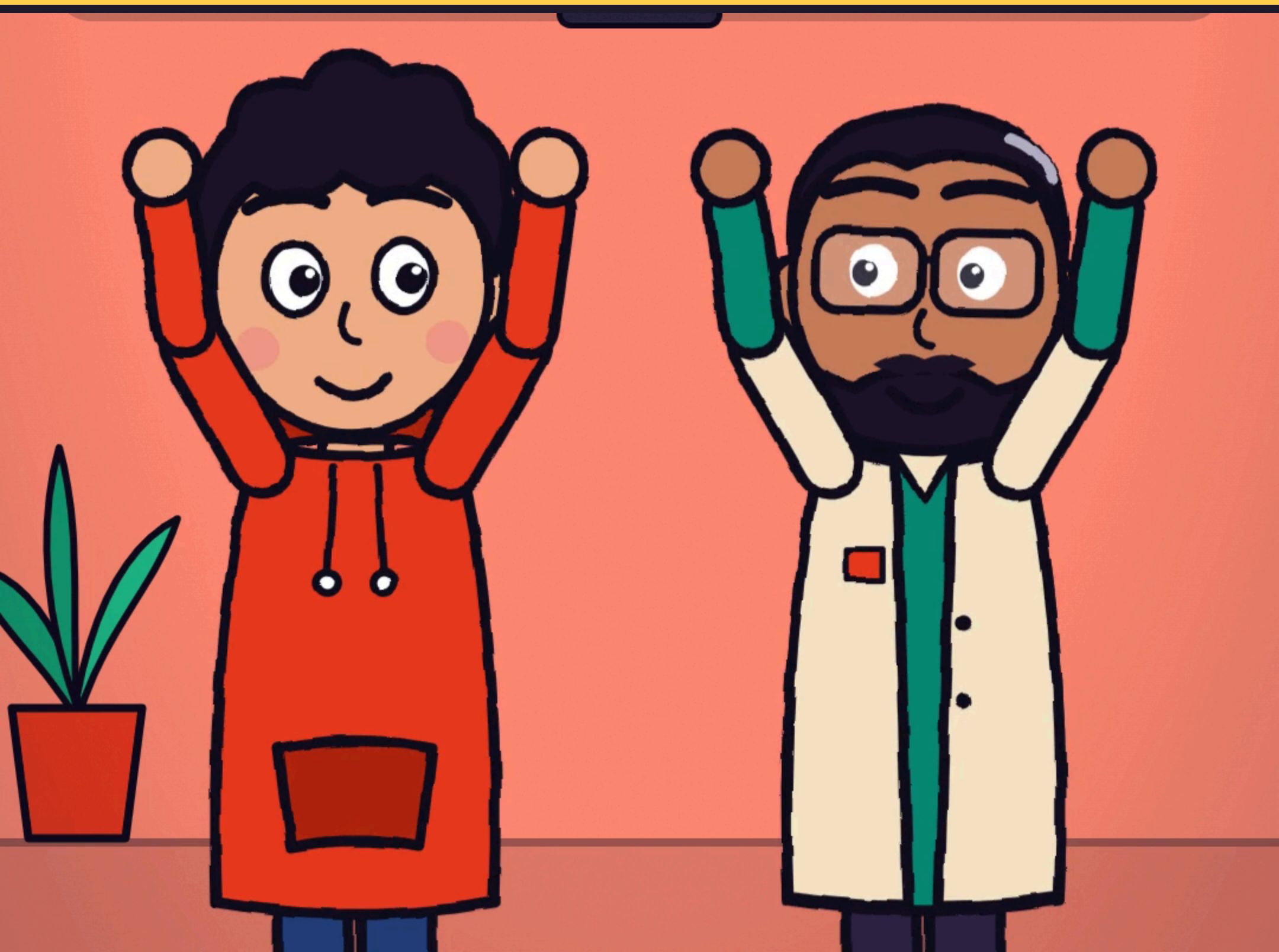
BILLU BHAIYA · FREE GUIDE

Startup Idea se Paying Customer tak

Mera 7-step process — pehle market, phir code.

Reel ka full detail version



SHURU KARNE SE PEHLE

Sabse badi galti: pehle coding shuru karna

AI ke time mein product banana easy ho gaya hai. Asli challenge hai — **kya build karein** jiske liye log **paise** dein?

Startup idea dimaag se nahi nikalta.
Market se nikalta hai.

Mera process, ek nazar mein

1. **TrustMRR** — kaun already paise kama raha hai
2. **Product Hunt** — users kya complain kar rahe hain
3. **IdeaBrowser** — niche ideas dhoondo
4. **Validation** — Claude + ChatGPT, phir khud verify
5. **Market Gap** — competitors kahan fail ho rahe hain
6. **Claude Code** — public user journey → product spec
7. **Build** — sirf 1 core feature wala MVP

₹ **Bonus** — pehla paying customer + paid pilot

Kaise use karein: ek Notion/Google Doc bana lo — **"Idea Research"**. Har step ke end mein ek **Output** box hai; agla step tabhi shuru karo jab output ready ho.

STEP 1

TrustMRR

trustmrr.com

TrustMRR startups ka **verified revenue** database hai — revenue seedha payment providers (jaise Stripe) se aata hai. Matlab yeh "claims" nahi, **real paying customers** ka data hai.

Kya karna hai

- [ ] trustmrr.com kholo aur startups browse karo (browse ke liye account nahi chahiye)
- [ ] **Chhote SaaS** pe focus — solo founder ya chhoti team wale products
- [ ] Har interesting product ke liye 5 cheezein note karo:
  Kya karta hai · **Customer kaun** · **Problem kya** · **Price** · **Log pay kyun karte hain**
- [ ] Kam se kam **15–20 products** ki list banao

Rule: COPY mat karo

Idea copy nahi karna. Bas samajhna hai ki log **pay KYUN** kar rahe hain — wahi asli insight hai.

OUTPUT

"Paying Problems" list — 15–20 products + unki problem + price + pay karne ki wajah.

STEP 2

Product Hunt

producthunt.com

Yahan roz naye products launch hote hain, aur users unke baare mein **reviews aur comments** likhte hain. Tumhare liye asli khazana: **negative reviews**.

Kya karna hai

- [ ] Step 1 wali categories ke **naye launches** dekho
- [ ] Har product ke reviews aur comments padho
- [ ] Negative reviews ko alag copy karo — product ke naam ke saath
- [ ] Har complaint ko ek bucket mein daalo:
  Feature missing **Bahut mehenga** **Complicated** **Slow / buggy**

EXAMPLE

★★☆☆☆ Review

"Export option nahi hai, aur bahut slow hai"

→

Opportunity

Fast tool + simple one-click export

Negative reviews ignore mat karna — wahi aksar tumhari next opportunity hoti hai.

OUTPUT

"Pain Points" list — har complaint + product + bucket.

STEP 3

IdeaBrowser

ideabrowser.com

IdeaBrowser Reddit threads aur search data se **startup ideas** nikalta hai. Free mein roz ek "Idea of the Day" milta hai; baaki tools paid plans mein hain.

Kya karna hai

- [ ] **Niche** ideas dhoondo — "sab ke liye" nahi, ek specific customer ke liye
- [ ] Step 1 & 2 se match karo: kya wahi problem wahan bhi dikh rahi hai?
- [ ] Neeche wale scorecard se **top 3 ideas** shortlist karo

Shortlist scorecard (har column 1–5)

Idea	Customer clear?	Log pay karte hain? (Step 1)	Complaints mile? (Step 2)	Main bana sakta hoon?
Idea A				
Idea B				
Idea C				

List mein hona ≠ Profitable

Kisi list mein idea dikhne ka matlab yeh nahi ki woh paisa kamayega. Har idea ko Step 4 se guzarna padega.

OUTPUT

Top 3 ideas — scores ke saath.

STEP 4

Validation

Same research prompt **Claude** aur **ChatGPT** dono ko do. 4 sawaal: **Demand** hai ya nahi? **Competitors** kaun? **Pricing** kya hai? Kya ek **solo developer** MVP bana sakta hai?

COPY-PASTE PROMPT (dono AI mein)

```
I'm a solo developer evaluating this SaaS idea: [IDEA]
Target customer: [WHO]. Problem: [PAIN].
1. Is there real demand? What evidence exists
   (searches, communities, reviews)?
2. Who are the top 5 competitors? Link their websites.
3. What do they charge? Summarise their pricing tiers.
4. Can one developer build an MVP? What is the
   smallest version someone would pay for?
Mark anything you're unsure about. Don't invent numbers.
```

Phir compare karo

Jahan dono agree karein = strong signal. Jahan alag jawab = khud check karo.

Blindly trust ✗

AI galat competitors, purani pricing ya made-up numbers de sakta hai.

Khud verify karo

- [ ] Competitor websites aur **pricing pages** khud kholo
- [ ] **Real reviews** padho — Product Hunt, Reddit, app stores

OUTPUT

Har idea: Demand ✓/✗ · 5 competitors · price range · MVP scope.

STEP 5

Market Gap

Top **3–5 competitors** lo aur har ek se 3 sawaal pucho:

₹₹₹ Mehenge hain? | Complicated hain? | Workflow missing hai?

Competitor table

Competitor	Price	Kitna complicated?	Missing workflow	Top complaint
1.				
2.				
3.				

Wahi gap = tumhara PRODUCT

Positioning formula

[Mera product] [customer] ko [kaam] karne mein help karta hai — [competitor ki problem] ke bina.

EXAMPLE: "Mera tool small agencies ko 2 minute mein invoice bhejne mein help karta hai — complicated accounting software ke bina."

OUTPUT

1-line positioning + gap ka proof (complaints, pricing).

STEP 6

Claude Code

Claude Code Anthropic ka AI coding tool hai jo terminal mein chalta hai. Is step mein pehle **code nahi — product spec** banta hai.

1 · Public user journey study karo

Sign up → **Onboarding** → **Core use** → **Payment**

Sources: public website, docs, free trial (unke terms ke hisaab se), demo videos, reviews ke screenshots.

2 · CLAUDE CODE KO BOLO

```
> Read my notes in research.md and write SPEC.md
  for an MVP. One core workflow only, and list
  what is NOT in the MVP.

# SPEC.md
## Problem & customer    ## Market gap (Step 5)
## Core workflow         ## MVP features (max 5)
## Not in MVP            ## Pricing
## Data model
```

Haath nahi lagana

✗ Proprietary code ✗ Private APIs

✗ Credentials / kisi aur ka login

Apna ORIGINAL implementation banana hai.

OUTPUT

SPEC.md — 1–2 page ka clear product spec.

STEP 7

Build — sirf MVP

Core feature

Dashboard

Authentication

Backend

Database

~~50 features~~

Sirf 1 cheez jo customer ki main problem solve kare.

MVP checklist

- [ ] User sign up / login kar sakta hai
- [ ] Core feature **end-to-end** kaam karta hai
- [ ] Dashboard pe result dikhta hai
- [ ] Payment le sakte ho (payment link ya manual invoice bhi chalega)

Abhi mat banao

✗ Dark mode ✗ 10 integrations ✗ Perfect design

✗ "Bas ek aur feature"

OUTPUT

Working MVP jo ek real customer ko demo kar sako.

BONUS

Pehla Paying Customer

Real customers ko **demo do** aur unse **paisa charge** karne ki koshish karo.

Demo flow (10 minute)

1. Unki problem unke shabdon mein confirm karo
2. Core feature live dikhao — 5 minute
3. Seedha pucho: "Kya aap iske liye [price]/month denge?"
4. "Haan" = payment link **abhi** bhejo

Weak signal ✗

"Wow, nice app!"
"Bana do, use karenge"
Likes & follows

Strong signal ✓

Payment
Pre-order / deposit
Paid pilot

Compliment se startup nahi banta.
Paying customers se banta hai.

EK LAST BAAT

Discovery ≠ Proof

TrustMRR aur **Product Hunt** sirf discovery ke sources hain — proof nahi. Proof sirf paying customers se aata hai.

Bade development se pehle: chhota PAID pilot

3–5 customers · 2–4 hafte · Chhota price

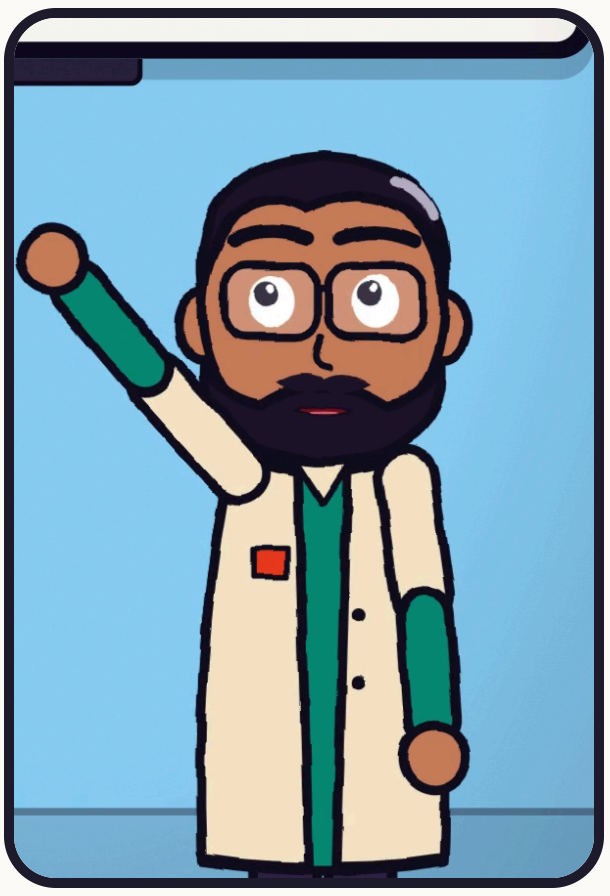
1 clear success goal

Pilot kaam kare → tab bada build karo. Na kare → paise aur mahine dono bach gaye.

Final checklist

- [ ] Paying Problems list
- [ ] Pain Points list
- [ ] Top 3 ideas scored
- [ ] AI research + verify
- [ ] Market gap + positioning
- [ ] SPEC.md ready
- [ ] MVP: 1 core feature
- [ ] Pehla paid pilot

Chalo, BUILD karte hain!



Guide kaam aayi? Reel ko us dost ke saath share karo jo bina idea ke coding shuru kar deta hai — aur Billu Bhaiya ko follow karo.

Tools ke features aur pricing badalte rehte hain — latest info unki official websites pe check karo.