



# **CUSTOMER PROFILING, MARKET RESEARCH, AND VALIDATION**

**Kaya / wanju!  
(Hello / welcome)**



Curtin University



**WHAT ARE YOU HOPING  
TO GET OUT OF TODAY?**

**THIS MAY FEEL RUSHED  
(AND THAT'S OKAY...)**

# TODAY'S SESSION

11:45AM

The pitch deck that raised us  
\$2.5 Million

12:15PM

How customer discovery  
halved our production costs.

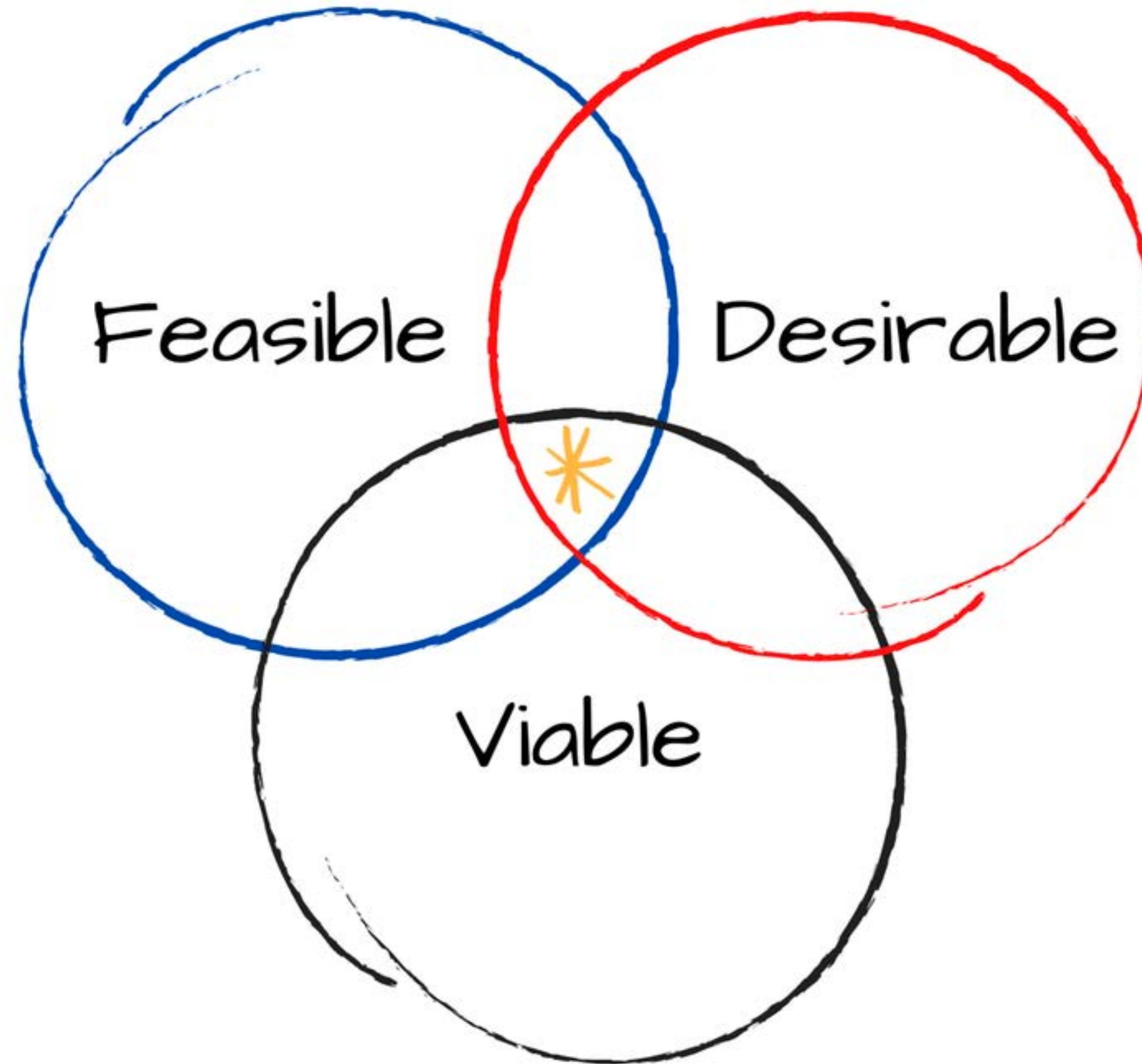
12:20PM

Customer discovery  
exercises for you

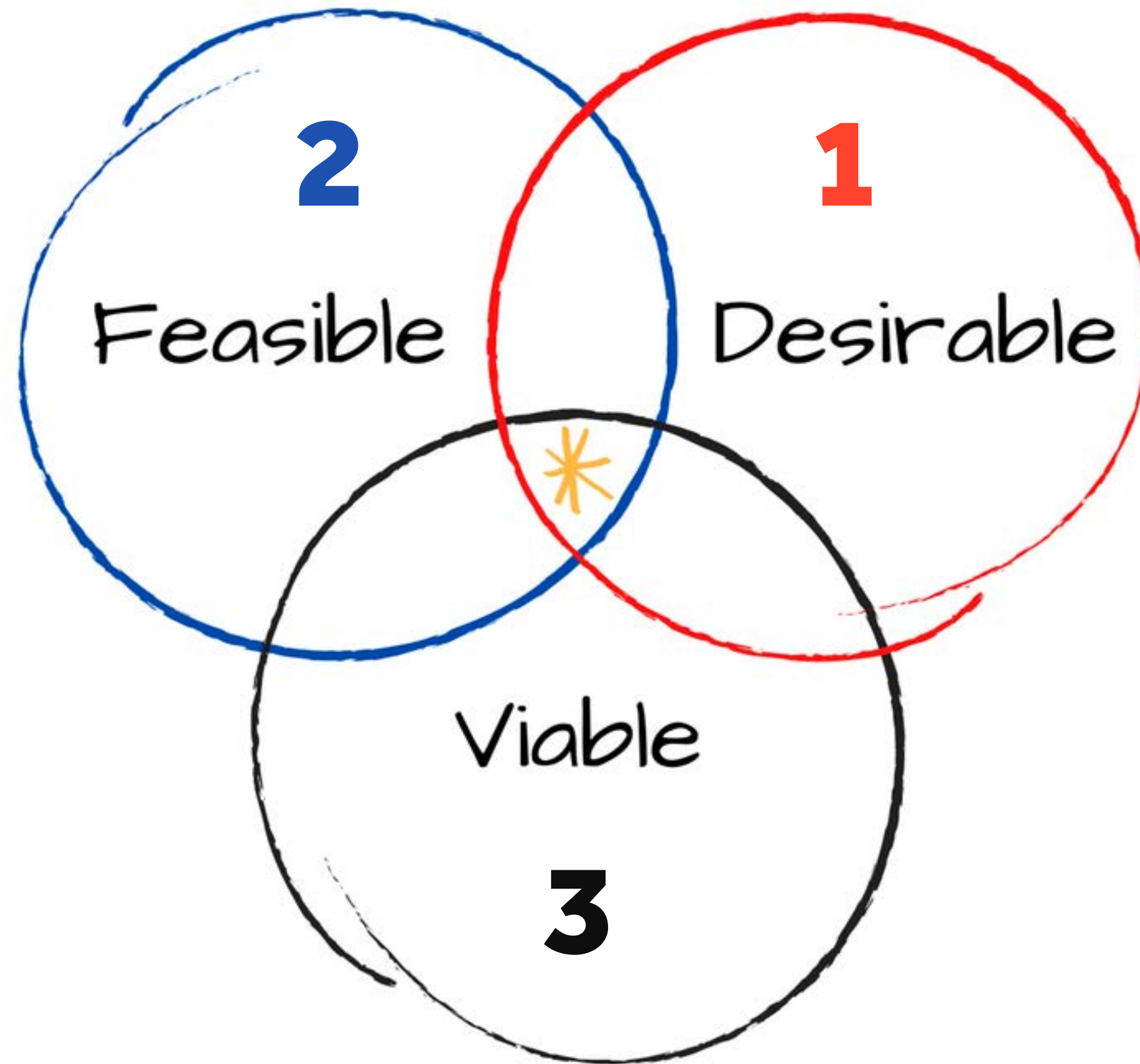
12:40PM

Lunch

# 3 LENSES OF INNOVATION



# 3 LENSES OF INNOVATION



# IDA

Ben Sandhu - co-founder  
[ben@idasports.com](mailto:ben@idasports.com)

A new league of  
sports footwear for

**women.**



Our Story



Co-Founder  
Laura Youngson



Co-Founder  
Ben Sandhu



# Women are at higher risk of injury.

Women are 8x more likely to suffer an ACL injury on the pitch.

- Black toes
- Blisters
- Pinching
- Bunions
- Foot/ankle soreness



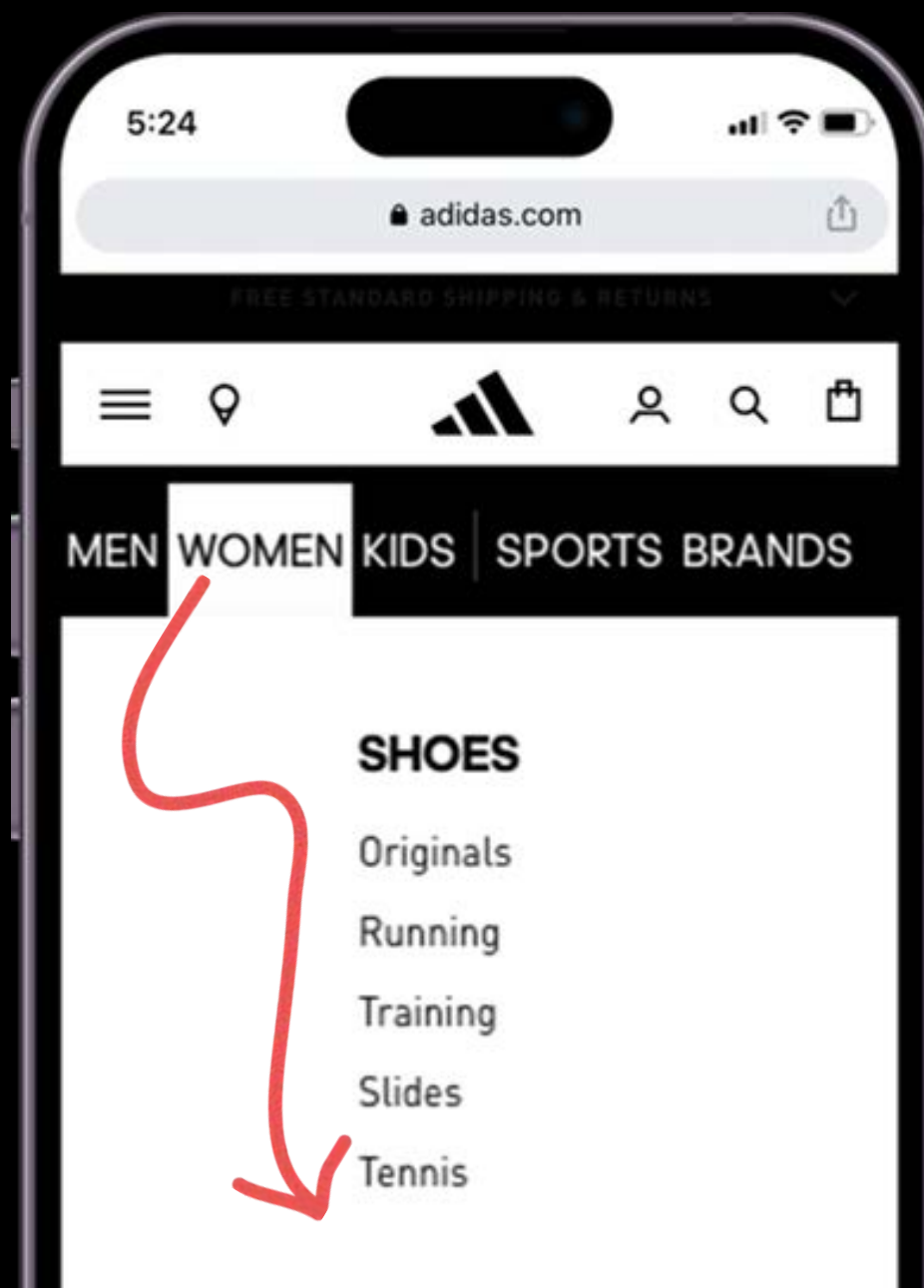
Source: Yale Medicine

“I’m tired of  
not being seen  
in this sport.”

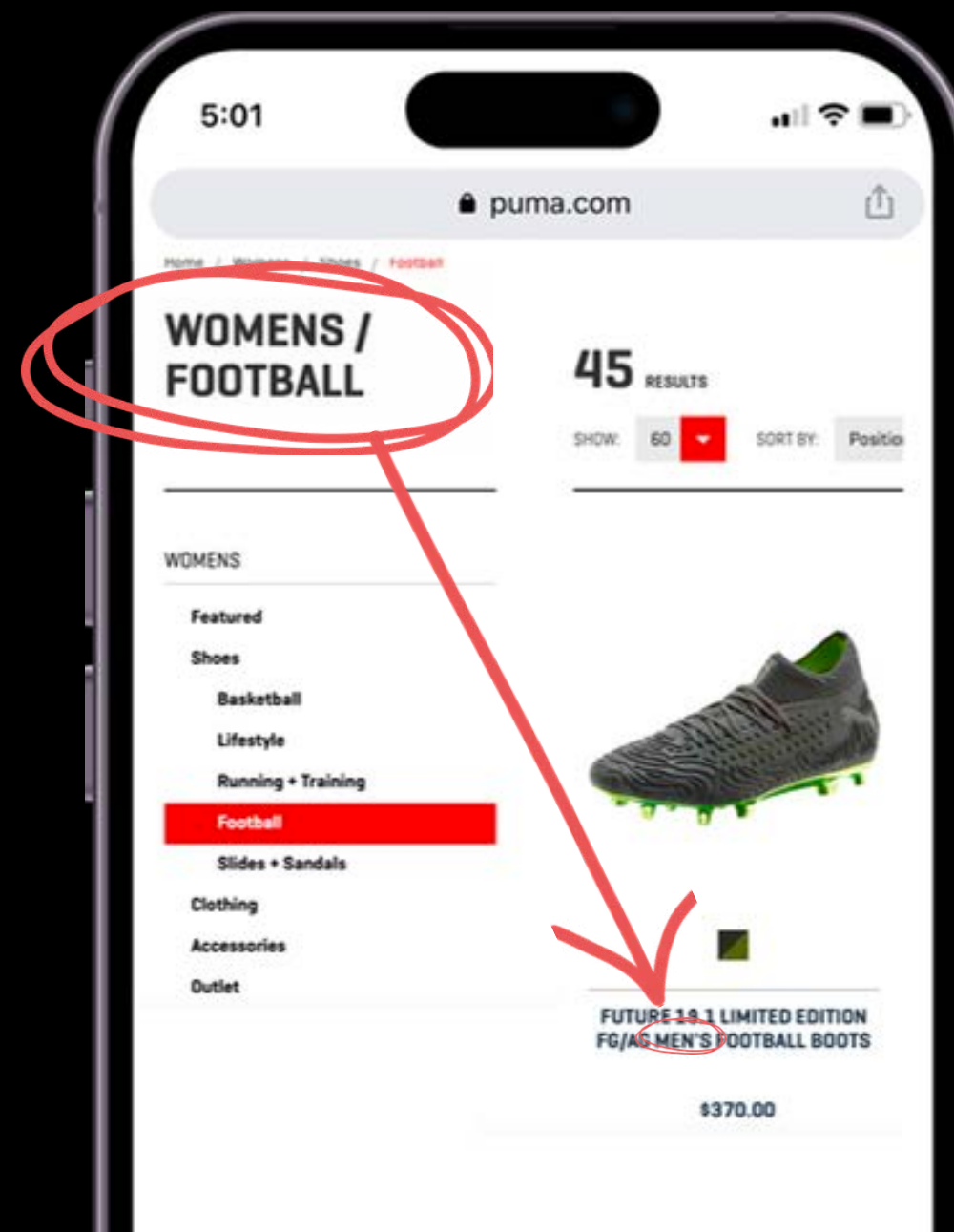
The world’s top sports brands have not  
prioritized women in football.



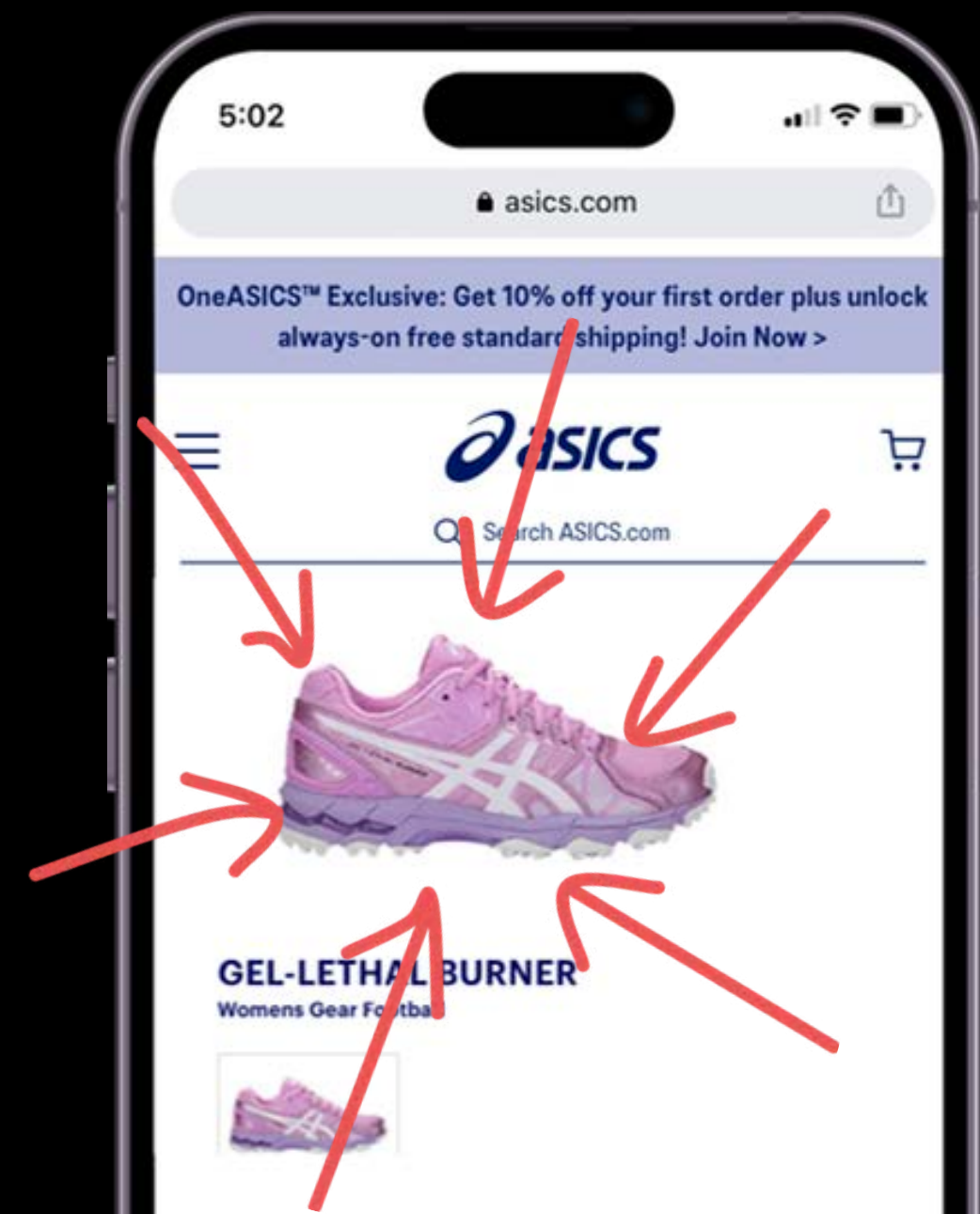
The landscape was bad  
when we founded IDA in 2018.



No women's football



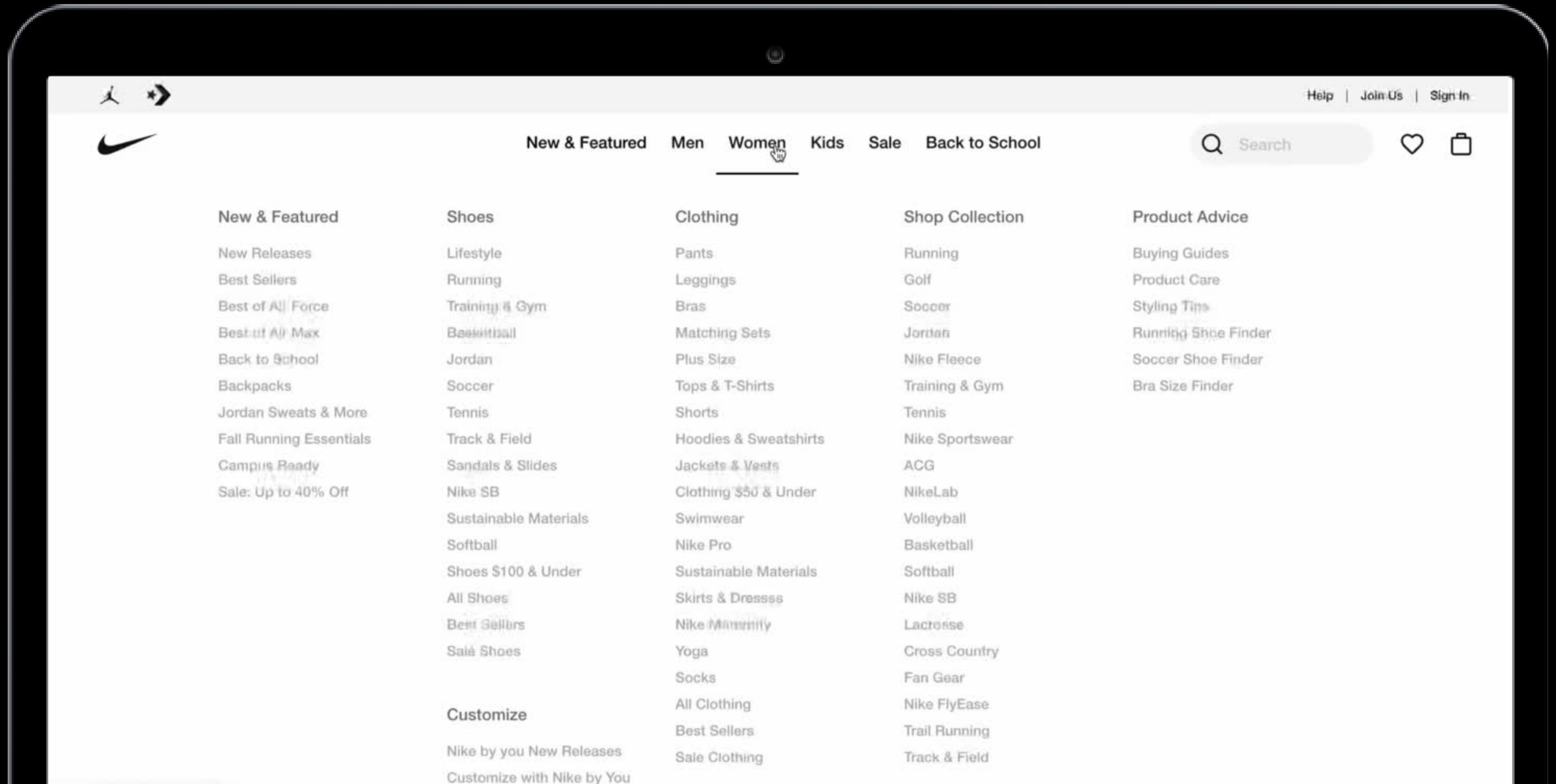
Only Men's boots listed



Shrink it and Pink it



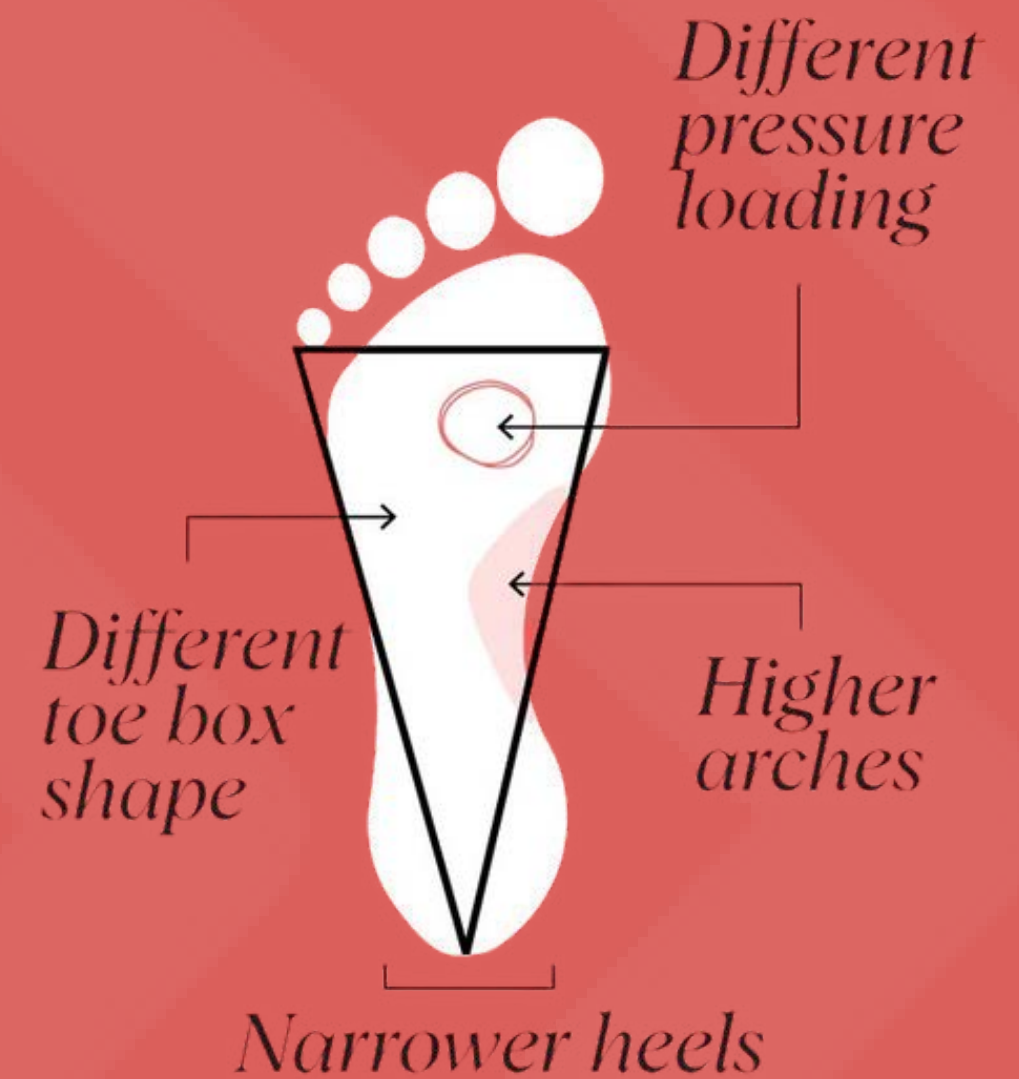
Not much has changed...



The first boot  
***built specifically***  
for women's feet.



Male



Female

# BUILT FOR BADASSERY, BACKED BY SCIENCE.



Our  
customers  
love us

91%  
approval  
rating on  
Trustpilot



200+ Reviews  
• Excellent  
4.4/5 Stars

(Part of) the current *range*.



**IDA RISE ELITE**  
RRP: \$229.99



**RISE CLUB**  
RRP: \$144.99



**CLASSICA**  
RRP: \$259.99



**RISE TURF**  
RRP: \$169.99



**SPIRIT INDOOR**  
RRP: \$144.99





England Rugby Meg Jones



Brisbane Lions  
AFLW Belle Dawes



Utah Royals FC defender Darielle O'Brien



Washington Spirit Courtney Brown



# Who's in so far...



# Michele Kang and Others Back \$2 Million Investment With IDA Sports



**Forbes**



# Retailers





Our vision

To be the ***number one***  
female performance  
brand on the planet.



**Thank you / Q + A**

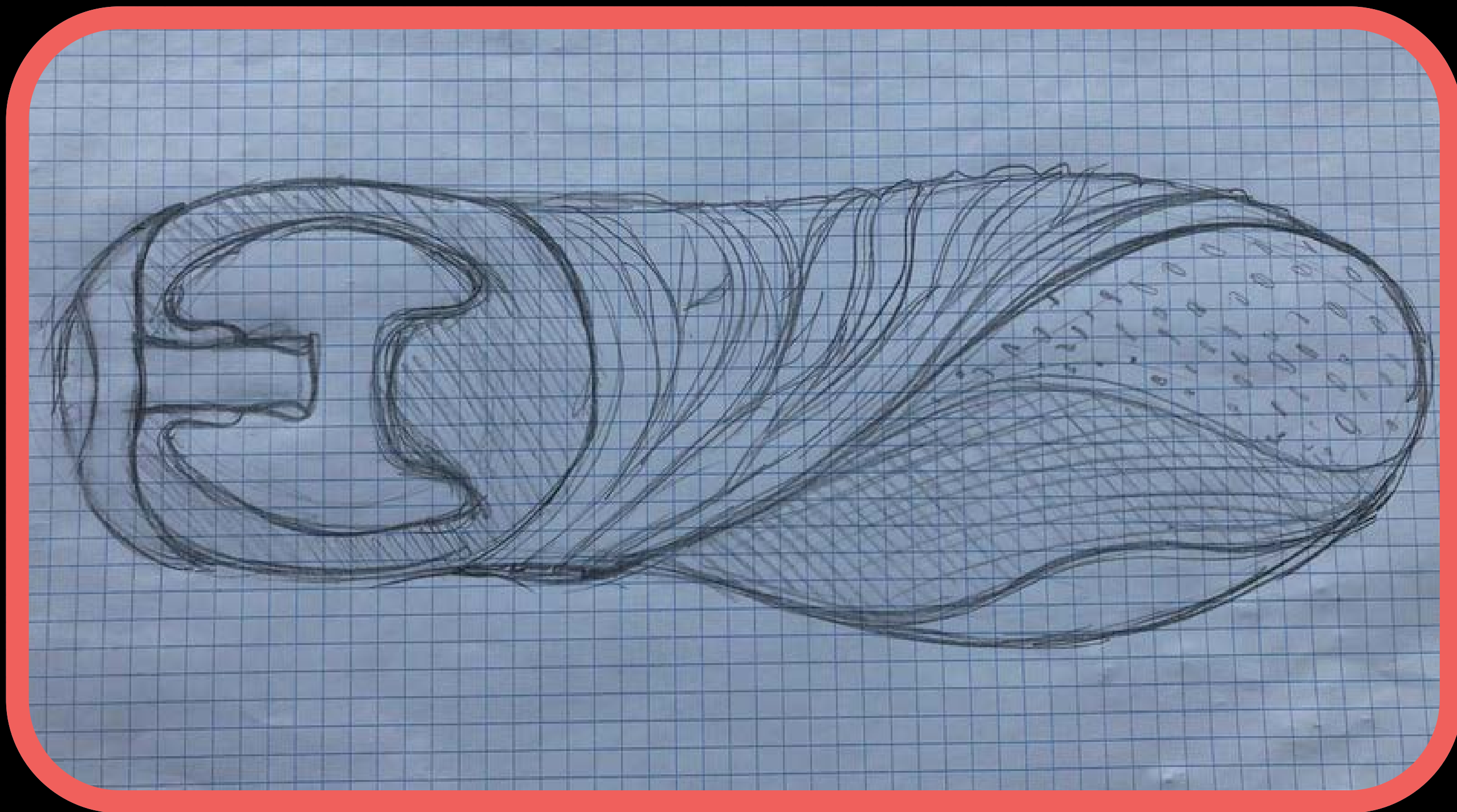
**IDA**

Ben Sandhu - co-founder  
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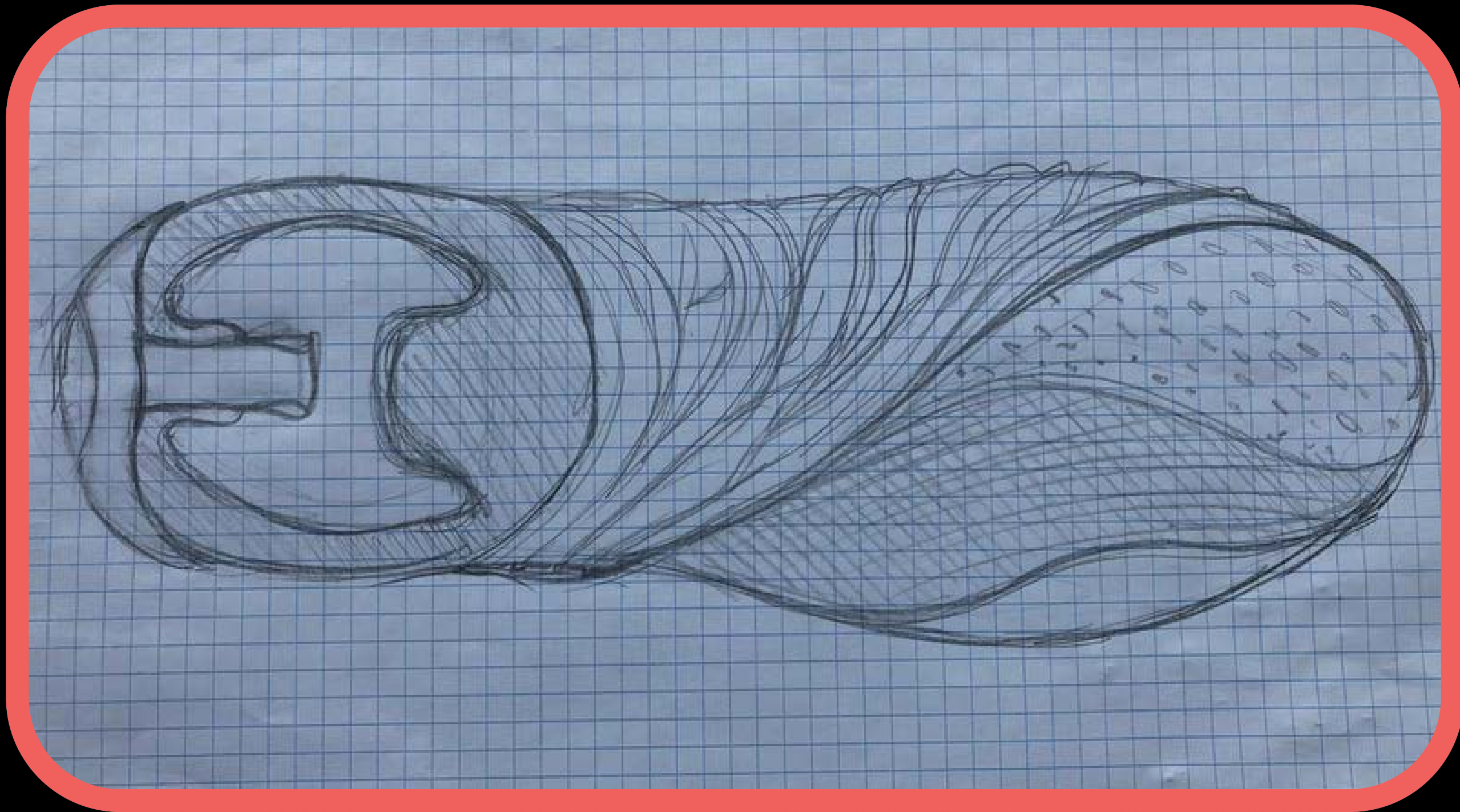


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# Where we started...



# How did we go from this?



To this...?

# IDA Sports Creates First-Ever Soccer Cleat Designed Specifically For Girls

By [Caroline Fitzgerald](#), Contributor. I cover the busine...

[Follow Author](#)

Feb 14, 2025, 09:00am EST



Save Article

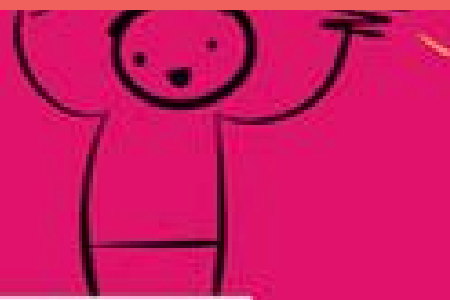


Comment 0



IDA Sports, the only footwear company designing soccer cleats exclusively for female players, has ...  
[+] IDA SPORTS

Rob Fitzpatrick



# THE MOM TEST

How to talk to customers and learn  
if your business is a good idea  
when *everyone is lying to you*

## Good primary research

- == The double edged sword of optimistic entrepreneurs
- == Avoid 'leading the witness'
- == Ask open ended questions...
- == Ask about PAST BEHAVIOUR

# Seven lessons I learned from the failure of my first startup, Dinnr



Michal Bohanes · [Follow](#)

Published in Thoughts And Ideas · 20 min read · Aug 18, 2014



## A Cautionary Tale...

# 6-10 Customer Interviews

- == Can you walk me through the last time you bought a pair of boots...?
- == How much did you spend? Why did you pick the ones you did?
- == Do you follow women's soccer / AFL?
- == Why do you play football?
- == Tell me about the last time you bought something where you had a great experience?





# Key Insights

- Women struggled to name their favourite athlete.
- They weren't a fan of women's soccer/AFLW (in general)
- They played the game overwhelmingly for connection.
- They cared way more about what their teammates / captain thinks
- They tried at least two different brands

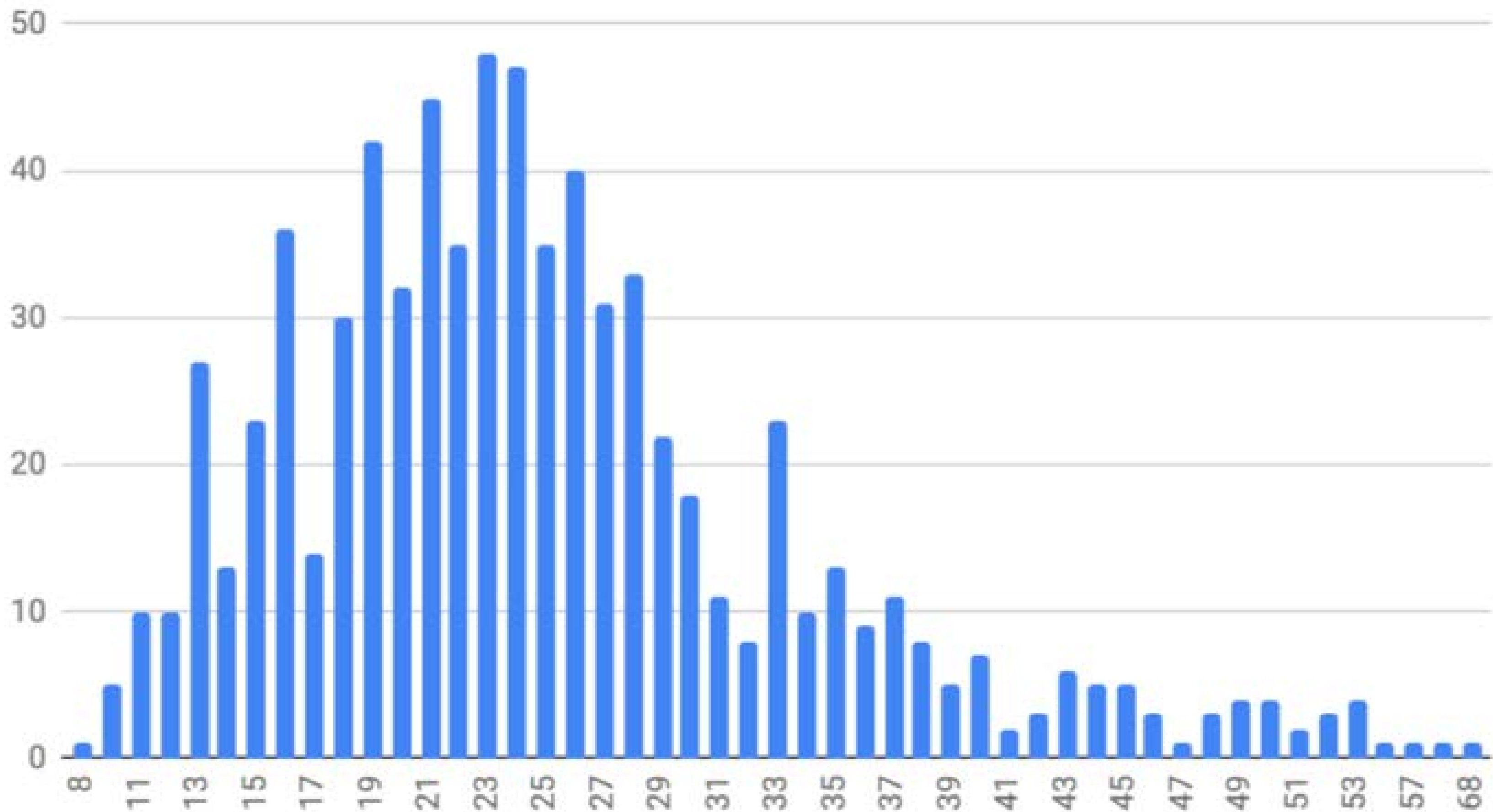
# Melbourne Athlete Testing

Survey Results (752 participants)



# Melbourne Athlete Age Distribution

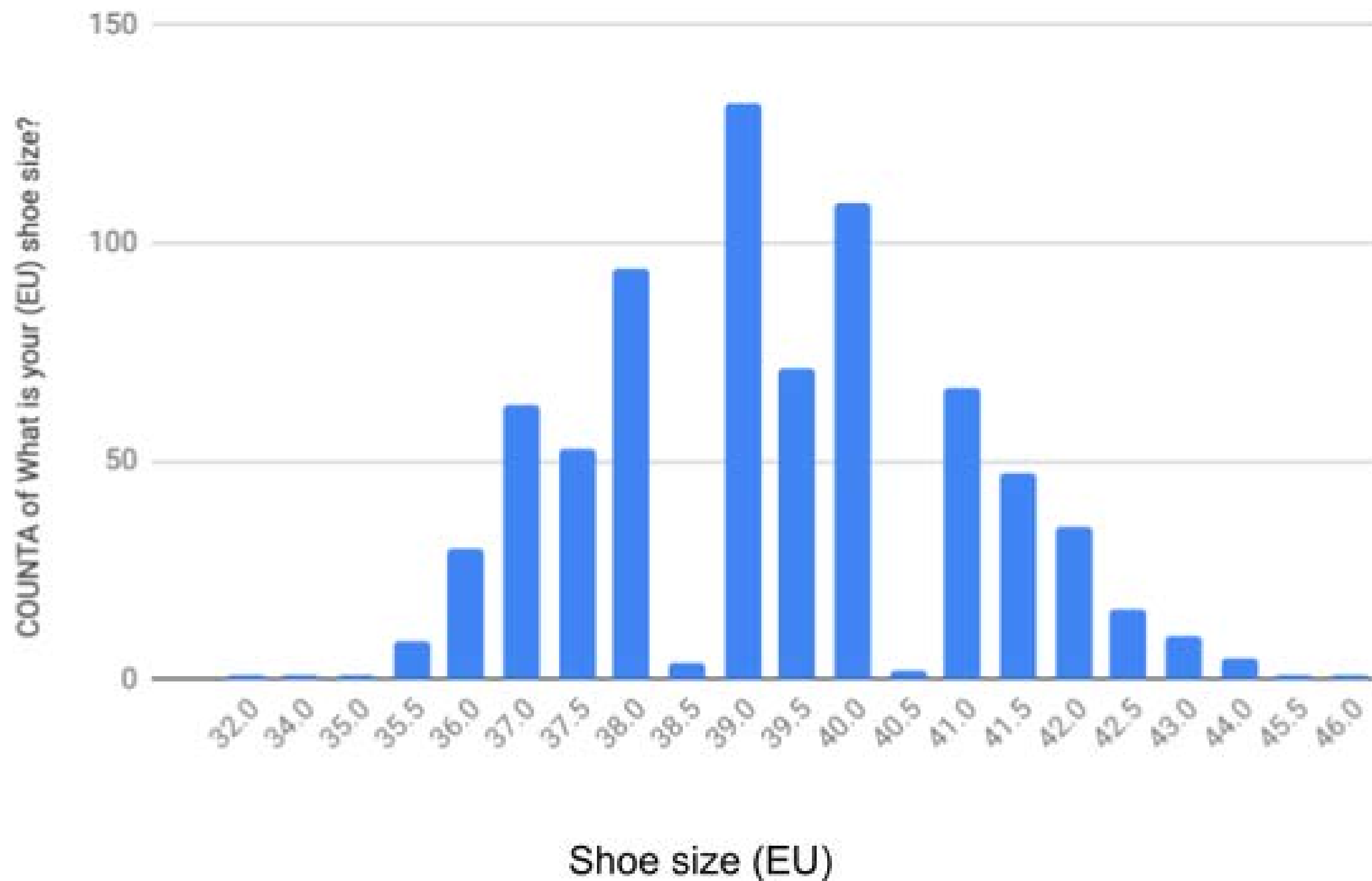
Confidential



## Age (Continued)

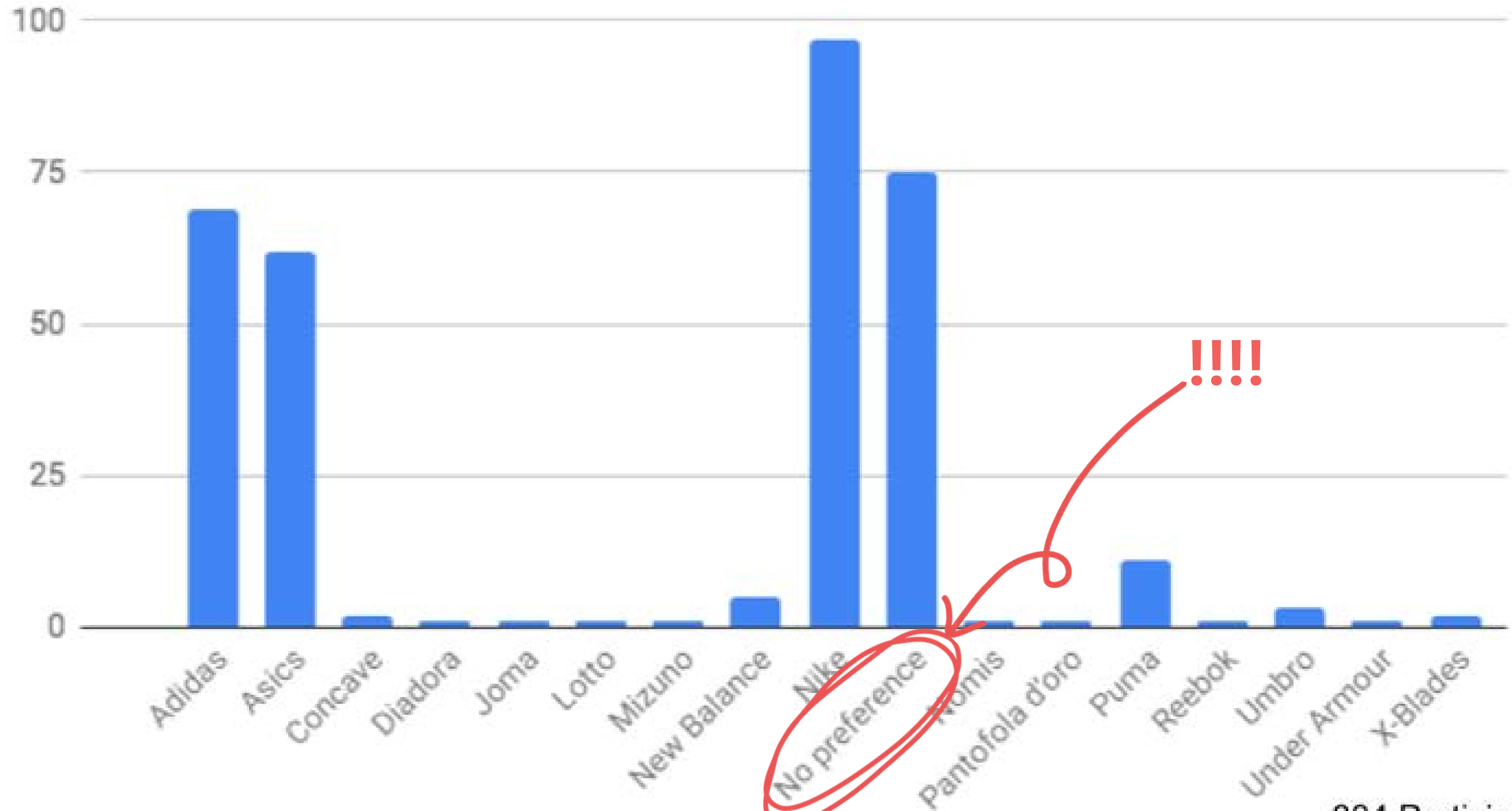
- 68% of respondents between the age of 16 - 30
- 51% 19-28 years old
- 42% 23 - 33 years old

## What is your (EU) shoe size? (752 respondents)



# Favourite Pair of Boots (Brand)

Confidential



334 Participants

## Notable comments

- “Thank you for appreciating the importance of women in sport and the lack of gear we are able to access to suit our needs! THANK YOU!!!!”
- “Love the idea of having boots specifically for women!!”
- “I feel this is a great idea for girls as a footy player I hated wearing the boots as I couldn't find a good fit to my foot in any boot I've owned”
- “Limited options for women. It's very difficult to find boots to fit especially 38/39 as it is too small for men's and too big for juniors.”



## FUNDING

# Ida: The Ultimate Female Football Boot

Football boots designed for women, by women. Started in Melbourne, kicking goals globally.

### PROJECT OWNER



**Ida Sports**  
Melbourne, Australia

[Ask a question](#) | [More](#)

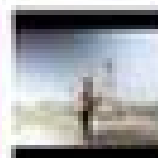
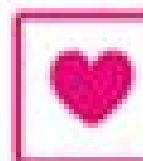
**\$14,464** USD raised by 89 backers



41% of \$35,000 fixed goal

18 days left

BACK IT





FUNDING

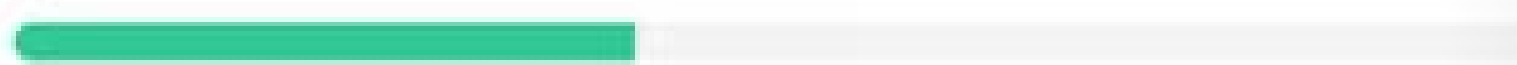
# Ida: The Ultimate Female Football Boot

Designed for women, by women.  
Inspiring women to be kicking goals globally.

Adelaide, Australia  
April 2018

More

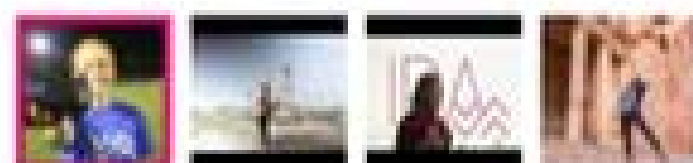
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18 days left

BACK IT



# RMIT invests

- We asked for a run of 'playable prototypes' that players could try on.
- RMIT gives us 30K
- All the research we had done helped convince them.
- We still haven't paid them back...

## Female first football boot opens gates to gender equality in sport



Desirable for  
who?

Customer

User

Beneficiary

# ACTIVITY



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**For your venture, I want you to write down**

- Who is your customer?
- Who is your end user?
- Who is your beneficiary?

**Even if they are the same person, I want you to state all three roles separately**



# DEFINING CUSTOMER PERSONAS

# CAN YOU TELL ME



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**What is the difference between demographics and psychographics?**



## What is the difference between demographics and psychographics?



### Prince Charles

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy and famous



### Ozzy Osbourne

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy and famous

**Core Customers aren't demographics**

Demographics may be the same, but strategy meets a unique customers needs

## Define your customer persona

*Initial Market: Persona*

### Persona – Meet Katie L.



#### Priorities

Social Life 40% Career Success 20%  
Love Life 20% Health/Wellness 10%  
Finances: 10%

#### Demographics:

- 23 year old Caucasian Female, Single
- Philadelphia, PA
- Marketing Coordinator, Brinker Capital: Income ~ \$60K
- Registered Democrat

#### Story:

- Hometown: Raleigh, NC
- Lehigh University, Psychology
- 40 min reverse commute to work
- Was Active in her Sorority
- Doesn't like living alone. Social with groups, shy 1-on-1

Katie is the perfect Persona because she is new to the city, prioritizes her social life, enjoys exploring the city, and is eager to meet new people

#### Psychographic:

- Bubbly outgoing and just moved into Philly and is excited to make new friends
- Uses Classpass and enjoys new workouts
- Like to try new restaurants/bars
- Wine nights during the week and tequila during the weekend

**Goals:** Get promoted to HR Manager, plan trip to Turk & Caicos with College Friends, pass PHR Exam, find a boyfriend

**Fears:** not having plans on the weekend, disappointing her parents

- ★ Dog mom to Gucci
- ★ New TikTok user
- ★ On way to Yelp Elite
- ★ Watering Hole: Trader Joe's, Fado Irish Pub

**Drink of choice:** Margaritas

**Food of choice:** Wings

**Favorite shows:** Bachelor

**Favorite Podcast:** Girl with No Job

# ACTIVITY: CREATING A PERSONA



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**For your venture, I want you to write down your customer's**

- Job / Role / Industry
- Age range / Life stage
- Where they spend time (online and offline)
- Biggest current workaround (what is their existing solution?)
- What success looks like for them?
- What frustrates them today?



**IF YOU DON'T KNOW...  
HIGHLIGHT THIS SO YOU  
CAN GO FIND OUT LATER...**

# WHAT YOU WILL ASK YOUR CUSTOMER?

Rob Fitzpatrick

# THE MOM TEST

How to talk to customers and learn  
if your business is a good idea  
when *everyone is lying to you*

- + **Ask about past behaviour, not future intentions -**  
“Tell me about the last time you...” is far more reliable than  
“Would you use/buy...?” because people are poor predictors of  
their future actions.
- + **Avoid pitching or revealing your solution too early –** the  
moment you describe your idea, people switch into politeness  
or encouragement mode instead of giving honest insight.
- + **Listen for problems and emotions, not compliments –**  
praise like “That’s cool” is meaningless; strong signals are  
frustration, work-arounds, and evidence they are already  
trying to solve the problem.
- + **Ask neutral, open questions and dig deeper –** avoid leading  
language, and follow up with “Why?”, “What happened next?”,  
or “How are you handling it now?” to uncover real context and  
constraints.

## ACTIVITY: WHAT WOULD YOU ASK YOUR CUSTOMER?



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**Draft 3 questions for your customer that abide by the principles of the Mom Test...**

- 1) Ask about past behaviour, not future intentions**
- 2) Avoid pitching your solution**
- 3) Ask neutral, open-ended questions**



# AI IS GREAT FOR THIS

**“I’m looking to interview [insert name, insert job title].**

**I want to make sure my questions abide by “The Mom Test” principles.**

**Here are my draft questions, can you give me feedback to improve them?”**

# THAT'S IT! THANKS FOR YOUR ATTENTION



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## **In these activities we covered**

- The difference between demographics and psychographics
- Who is your customer?
- What would you ask them?

**If you run this process and find your solution needs to change...  
that's fantastic!**

# THANK YOU / Q+A

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