SIMULATED MARKET REACTION & DECISION BRIEF

Stranger Supper Club (sample)

IDEA TYPE	PACKAGE	VALID ANSWERS	COMPLETED
Something else	Quick Check · $19	1,000 of 1,000	October 27, 2026

MAIN FINDING · OVERALL SIMULATED REACTION

29% interested



288 interested · 273 maybe · 439 not interested

OVERALL CALL

Mixed: fix weak points, then validate

WHAT IT MEANS

Newcomers who want friends and people who love cooking see real value in a small shared dinner. Many others hesitate about strangers' homes or the effort of cooking, so the format matters as much as the idea.

RECOMMENDED NEXT MOVE

Run one pop-up dinner in a public venue, such as a café after hours, with named hosts and a no-cook option.

ILLUSTRATIVE EXAMPLE

Illustrative sample. The simulated answers and the AI write-up were scripted for this demonstration and run through the real counting and checking steps. Not a real customer's test and not market research.

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Simulated results are counted from the AI-simulated answers. AI hypotheses are ideas to test. Nothing in this report is real customer data, market research, a forecast or proof of demand.

Executive decision brief

The short answer

1 version · price $25 a seat · 1,000 simulated people in 8 groups

SIMULATED INTEREST
29%
interested

VALID ANSWERS
1,000
of 1,000 AI-simulated participants

OVERALL CALL
Mixed: fix weak points, then validate

AUDIENCE GROUPS
8
groups in the simulated crowd

HOW THE SIMULATED PEOPLE ANSWERED

SIMULATED RESULT



Interested 288 (29%) · Maybe 273 (27%) · Not interested 439 (44%)

STRONGEST POSITIVE SIGNAL
Meets a real need
61%
177 of 288 yes reasons
Recent arrivals want a regular, low-pressure way to meet people.

BIGGEST OBJECTION
Convenience and time
30%
217 of 712 not-yes reasons
CRITICAL
Cooking a dish is too much effort for busy people

MOST PROMISING GROUP
Home cooks, 25–32
52%
102 people · overall 29%

RECOMMENDED NEXT MOVE
AI HYPOTHESIS

Run one pop-up dinner in a public venue, such as a café after hours, with named hosts and a no-cook option.

A public venue answers the safety and trust worries while you learn who really comes.

TOP REASONS FOR YES

of 288

Meets a real need	61%
Look, design and quality	20%
Price and value	18%

TOP REASONS FOR NOT SAYING YES

of 712

Convenience and time	30%
No need, or already covered	21%
Trust, proof and reviews	19%

Test overview

What was tested and how

The idea as you described it, the simulated audience and how the answers were collected.

YOUR IDEA

A monthly supper club where strangers cook one dish each and share a meal. For people new to the city. $25 a seat.

Price: $25 a seat

ITEM	DETAILS
Idea type	Something else
Audience you described	Adults 23–40 who moved to Los Angeles in the last two years
Package	Quick Check · 1,000 AI-simulated participants · $19
Valid simulated answers	1,000 of 1,000
Audience groups	8
Versions compared	1
Reasons collected	1,000 (topic given with each answer)
Completed	October 27, 2026 · Test ST-BE51WX

How the answers were produced

An AI model played each simulated participant: a person from one of the audience groups, with their own age, job, budget and, for newer tests, what they want, what they use today and what worries them. Each one gave an answer (Interested, Maybe or Not interested) and a short reason. SellTo.us counted the answers. A second AI model wrote the explanations and recommendations, and automatic checks compared every number and claim with the counted results.

Group sizes and person traits are assumptions about the audience you described, not population statistics. Each test is one simulation run.

Simulated audience results

How the simulated audience reacted

1,000 valid answers. Every version was shown to the same simulated people.

Answer split

SIMULATED RESULT

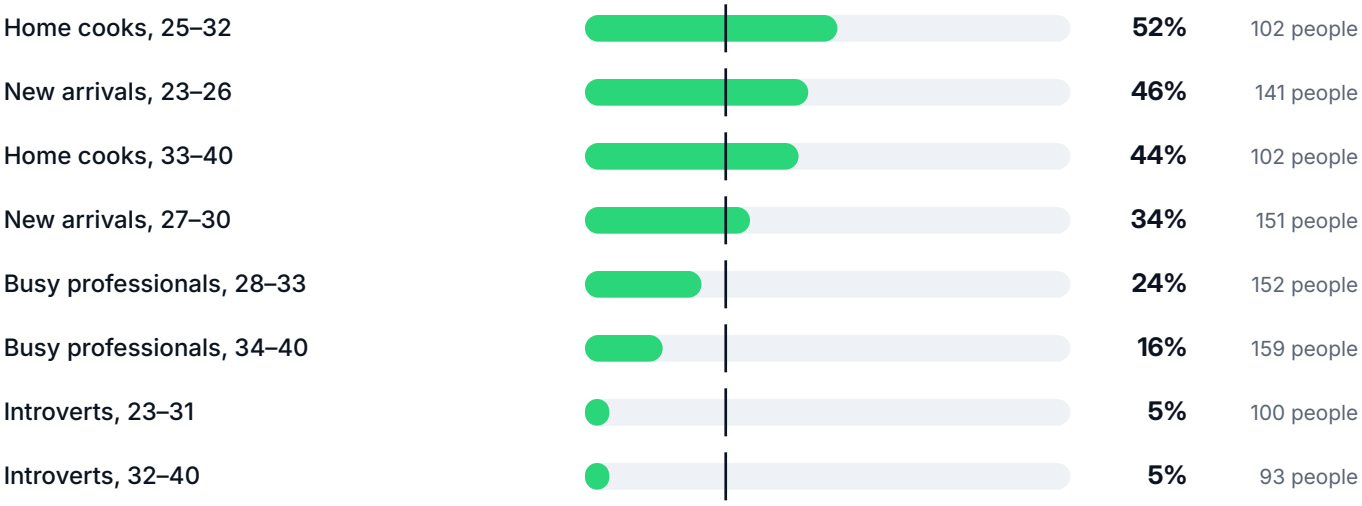
Simulated interest



288 interested · 273 maybe · 439 not interested

Results by audience group

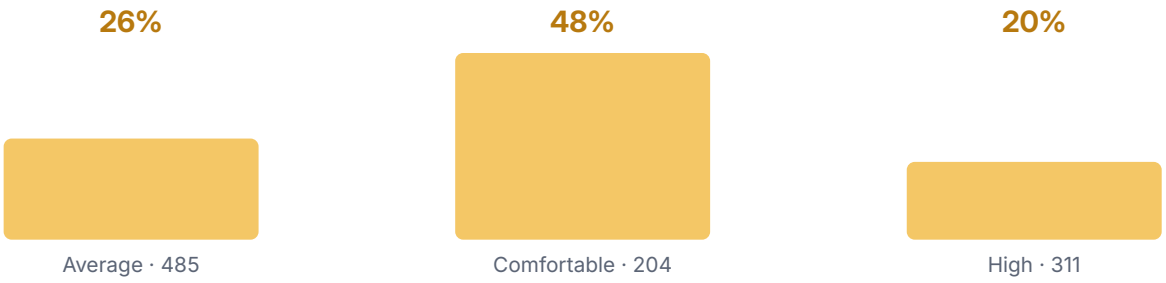
SIMULATED RESULT



Vertical line: all simulated people (29% interested).

Interested by budget level

SIMULATED RESULT



Key findings & evidence

What the simulated people said

Findings computed from the answers, the topics behind yes and no, and reasons in the participants' own words.

Key findings

SIMULATED RESULT

- 29% would be interested, 27% might and 44% would not (1,000 simulated people).
- Most interested: Home cooks, 25–32 (52%) and New arrivals, 23–26 (46%).
- Least interested: Introverts, 32–40 (5% interested; 10% of participants).

Why people said yes

SIMULATED RESULT

Meets a real need	61%	177
Look, design and quality	20%	58
Price and value	18%	53

One topic per reason. Shares of all 288 yes reasons. The reasons for not saying yes are charted in the next section.

In their words

SIMULATED RESULT

> "Exactly the low-pressure plan I want in a new city."
>
> Interested · Age 26 · chef · Home cooks, 25–32

> "I need to meet people here, and a dinner feels easier than a bar."
>
> Interested · Age 35 · physician · Busy professionals, 34–40

> "My evenings are too unpredictable for a monthly dinner."
>
> Maybe · Age 35 · lawyer · Busy professionals, 34–40

> "Maybe, if there were a no-cook seat."
>
> Maybe · Age 27 · nurse · New arrivals, 27–30

> "Cooking and carrying a dish across town is a lot of effort."
>
> Maybe · Age 33 · chef · Home cooks, 33–40

Answers written by AI-simulated participants, copied word for word. They are not real customers.

Main objections & business risks

What's holding your idea back?

Problems ranked by fixed rules from the counted reasons. Severity, counts and affected groups come from the answers; explanations and actions are AI hypotheses.

Top reasons for not saying yes

SIMULATED RESULT

1	Convenience and time	CRITICAL	30%	217
2	No need, or already covered	HIGH	21%	152
3	Trust, proof and reviews	MEDIUM	19%	132
4	Safety, security and privacy	MEDIUM	14%	103
5	Price and cost		9%	61
6	Size, space and setup		7%	47

One topic per reason, so these are shares of all 712 not-yes reasons (from people who said maybe or no). Coloured bars are the problems below; severity follows the rules at the end of this section.

1 CRITICAL CONVENIENCE AND TIME

Cooking a dish is too much effort for busy people

217 of 712 not-yes reasons (30%)

WHAT IT MEANS

Busy professionals like the idea but don't have time to cook for a group.

IF IT STAYS UNRESOLVED (HYPOTHESIS)

The format may exclude a group that would otherwise come.

WHAT TO DO

Add a no-cook seat where guests bring drinks or dessert instead.

MOST AFFECTED GROUPS

Busy professionals, 28–33	64% · 74 of 115
Busy professionals, 34–40	60% · 80 of 133

"My evenings are too unpredictable for a monthly dinner."

2 HIGH NO NEED, OR ALREADY COVERED

Dinner with strangers isn't for everyone

152 of 712 not-yes reasons (21%)

WHAT IT MEANS

Introverts and people with full social lives see little reason to come.

IF IT STAYS UNRESOLVED (HYPOTHESIS)

Marketing to everyone new in the city may waste effort on people who won't come.

WHAT TO DO

Focus outreach on home cooks and recent arrivals who are looking for friends.

MOST AFFECTED GROUPS

Introverts, 32–40	43% · 38 of 88
Introverts, 23–31	39% · 37 of 95

"Dinner with strangers isn't my idea of fun."

3 MEDIUM TRUST, PROOF AND REVIEWS

Guests don't know who they'll be eating with

132 of 712 not-yes reasons (19%)

WHAT IT MEANS

Not knowing the host or the other guests keeps many newcomers away.

IF IT STAYS UNRESOLVED (HYPOTHESIS)

Seats may stay empty if people can't picture the evening.

WHAT TO DO

Show the host, the venue and the group size before booking.

MOST AFFECTED GROUPS

New arrivals, 27–30	43% · 43 of 99
Introverts, 23–31	38% · 36 of 95

"Eating in a stranger's home makes me uneasy."

4 MEDIUM SAFETY, SECURITY AND PRIVACY

Going to a stranger's home feels unsafe to some

103 of 712 not-yes reasons (14%)

WHAT IT MEANS

Some people worry about safety and allergies at a stranger's home.

IF IT STAYS UNRESOLVED (HYPOTHESIS)

This may keep cautious newcomers away even if they want to meet people.

WHAT TO DO

Start in public venues and list ingredients for every dish.

MOST AFFECTED GROUPS

New arrivals, 23–26	36% · 27 of 76	
New arrivals, 27–30	29% · 29 of 99	

"Going alone to a stranger's apartment doesn't feel safe to me."

How severity is decided

REPORT RULE

LEVEL	RULE
Critical	The most common topic among not-yes reasons, mentioned in at least 30% of them, while the strongest version gets under 30% positive answers.
High	Mentioned in at least 20% of not-yes reasons, or the most common topic with at least 12%.
Medium	Mentioned in at least 8% of not-yes reasons, or in at least 25% of the not-yes reasons of one audience group with 15 or more of them.
Low	Supported by some not-yes reasons, below the thresholds above.

These are report rules applied to one simulation run, not statistical tests.

Recommended improvements

What I would improve first

Ranked changes to try, with how to test each one with real people. AI hypotheses checked against the counted results, not promises.

1 LOW EFFORT

Add a no-cook seat

WHAT TO CHANGE
Offer a seat where guests bring drinks or dessert and pay a little more.

WHY IT MATTERS
The effort of cooking was the most common reason to hold back.

HOW TO TEST IT
Offer both seat types for the next dinner and see which sells.

RISKS OR DEPENDENCIES
Too many no-cook seats could leave too little food.

EVIDENCE
- Convenience and time: 217 of 712 not-yes reasons (30%)
- Busy professionals, 34–40: 16% interested (159)

2 LOW EFFORT

Show the host, venue and group before booking

WHAT TO CHANGE
Add a short host profile, the venue type and the number of seats to every dinner listing.

WHY IT MATTERS
Not knowing who will be there worried many newcomers.

HOW TO TEST IT
Share two listings, one with host details and one without, and compare bookings.

RISKS OR DEPENDENCIES
Hosts must agree to be shown publicly.

EVIDENCE
- Trust, proof and reviews: 132 of 712 not-yes reasons (19%)
- “Eating in a stranger’s home makes me uneasy.”

3 MEDIUM EFFORT

Hold the first dinners in public venues

WHAT TO CHANGE
Partner with a café or community kitchen for the first dinners and move to homes later.

CONTINUED

WHY IT MATTERS
Safety concerns kept some people away from private homes.

HOW TO TEST IT
Run one dinner in a public venue and ask guests whether they would join one at a host's home next.

RISKS OR DEPENDENCIES
Venues may charge a fee.

EVIDENCE
- Safety, security and privacy: 103 of 712 not-yes reasons (14%)

Audience opportunities

Who to focus on first

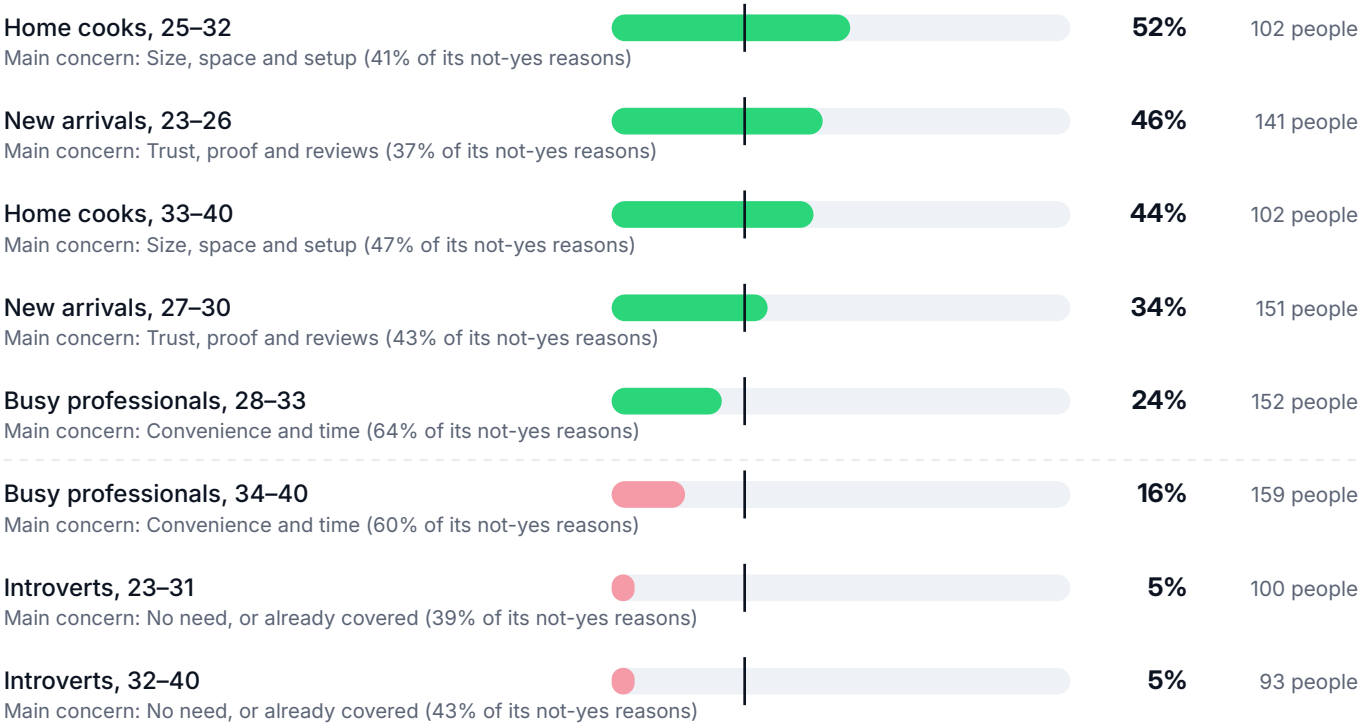
The groups that responded best in the simulation, and where the opportunities and gaps are.

AUDIENCE TO FOCUS ON FIRST AI HYPOTHESIS

Start with home cooks and recent arrivals who are looking for friends: they responded best and fit the format.

Most and least interested groups

SIMULATED RESULT



Green: most interested groups. Pink, below the dashed line: least interested. Vertical line: all simulated people (29%). Groups with fewer than 10 answers are left out.

Pricing & positioning

Pricing and positioning hypotheses

Ideas to test with real people. Nothing here is verified market research; no competitor prices are shown unless a dated source is listed.

A CLEARER MESSAGE TO TEST

AI HYPOTHESIS

"One table, six new neighbors, one dish each"

A small monthly dinner for people new to Los Angeles, with hosts you can meet before you book.

It makes the evening easy to picture and answers the main worry about strangers.

PRICE HYPOTHESIS TO VALIDATE

AI HYPOTHESIS

Keep $25 for cooking guests and test a higher price for a no-cook seat.

Offer both seat types for two dinners and compare which sells out first.

Possible positioning

AI HYPOTHESIS

Position it as the warm, small-group way to make friends in a new city.

Alternatives people may choose instead

AI HYPOTHESIS

ALTERNATIVE	WHY SOME PICK IT	HOW YOU COULD STAND APART
Meetup groups	Many free events.	A small, cooked dinner instead of a big event.

AI-suggested alternatives, not market research. Names and details are not verified.

SWOT

AI HYPOTHESIS

STRENGTHS
- Clear social benefit

WEAKNESSES
- Needs trust between strangers

OPPORTUNITIES
- Partner venues

THREATS
- Free social events

Validation experiments

Your next business decision

What the simulation suggests, what it can't tell you, and the experiments that would let you decide with real evidence.

THE DECISION

AI HYPOTHESIS

Will newcomers book and come back to a small shared dinner?

From problem to decision

AI HYPOTHESIS

PROBLEM IDENTIFIED
Cooking a dish is too much effort for busy people

→

EXPERIMENT TO RUN
Two pop-up dinners in a public venue with host profiles and no-cook seats.

→

WHAT TO MEASURE
Seats booked, guests who show up, and guests who ask about the next dinner

After the real test

WOULD SUPPORT PROCEEDING
Seats fill, most guests show up, and several ask about the next dinner.

WOULD SUGGEST REVISING OR STOPPING
Seats stay empty, or guests come once and don't return.

Decision guidance only: what real people do in the experiment decides which way to go.

WHAT THIS SIMULATION SUGGESTS

- Recent arrivals and home cooks responded best in the simulation.
- Trust in strangers and the effort of cooking held others back.

WHAT REMAINS UNKNOWN

- Whether people show up after booking.
- Whether guests come back the next month.

UNRESOLVED ASSUMPTIONS TO CHECK

AI HYPOTHESIS

- Guests will come to a stranger's home once they know the host and the venue.
- Enough hosts will cook and host every month.
- Busy people would join if they didn't have to cook.

If the evidence is mixed

AI HYPOTHESIS

- Run cooking classes for newcomers first, then invite people to a shared dinner.
- Partner with an existing newcomer group to fill the first tables.

Validation experiments

AI HYPOTHESIS

1 Public pop-up dinner

GOAL
See whether newcomers book and attend

HYPOTHESIS
A public venue and named hosts fill a small table

WHO TO INVOLVE
Recent arrivals and home cooks, reached through local newcomer groups

HOW TO SET IT UP
Book a café after hours, publish one listing with host profiles and both seat types.

WHAT TO ASK OR SHOW
What made you book, and would you come next month?

WHAT TO MEASURE
Seats booked, guests who show up, and guests who ask about the next dinner

ENCOURAGING
Seats fill and most guests show up

CONCERNING
Few bookings or many no-shows

LIMITATIONS
One dinner in one area; early guests may be more social than most

NEXT STEP
Repeat once more before moving to homes

2 Seat type test

GOAL
Learn whether a no-cook seat brings in busy people

HYPOTHESIS
Busy professionals book the no-cook seat

WHO TO INVOLVE
People who see the listing

HOW TO SET IT UP
Offer cooking seats and no-cook seats in the same listing.

WHAT TO ASK OR SHOW
Which seat would you book?

WHAT TO MEASURE
Bookings for each seat type

ENCOURAGING
No-cook seats sell without emptying the cooking seats

CONCERNING
No-cook seats don’t sell

LIMITATIONS
Small numbers

NEXT STEP
Set the mix of seats for the next dinners

3 Host interviews

GOAL
Check whether enough people want to host

HYPOTHESIS
Home cooks will host once a month

WHO TO INVOLVE
Six to eight home cooks

HOW TO SET IT UP
Short calls describing hosting duties.

WHAT TO ASK OR SHOW
What would you need to host a table of strangers?

WHAT TO MEASURE
How many agree to host and what they ask for

ENCOURAGING
Several cooks agree to host

CONCERNING
Few want to host

LIMITATIONS
Saying yes on a call is not the same as hosting

NEXT STEP
Schedule the hosts who agree for the next dinners

Small tests show direction; they don't prove demand. Decide what counts as encouraging or concerning before you start, and judge by what people do, not only by what they say.

Final decision checklist

Before you decide

Tick these off as you go. They come from the recommendations in this report.

Next-step checklist

- [ ] Find a café or community kitchen for the first dinner
- [ ] Write host profiles
- [ ] Set prices for both seat types
- [ ] Post the listing in newcomer groups
- [ ] Plan how to collect ingredient lists
- [ ] Decide what a good first dinner looks like

Limitations & methodology

What this report can and can't tell you

How the numbers were produced, how the recommendations were made, and what nobody has verified.

What the numbers mean

- Percentages are shares of the simulated participants who answered (1,000), unless a different base is named next to them.
- Topic counts use one topic per reason. Their base is the reasons of people who said yes, or of people who said maybe or no ("not-yes"), as shown.
- Missing answers were not replaced or invented.
- Group sizes and person traits are assumptions about the audience you described, not population statistics.

How the recommendations were made

- The counts, the problem ranking, the severity levels, the most affected groups and the recommended version come from the answers, using fixed report rules.
- An AI model wrote the explanations, improvements and experiments, citing the evidence behind each one. Items without measured evidence are labeled exploratory.
- Automatic checks removed or corrected text with numbers not in the results, forecasts, guarantees, invented quotes or sources, budgets and causes the test can't separate.
- Versions fewer than 3 points apart in one run are reported as too close to call.

Limitations

- Answers come from AI personas built for this test, not from real people; group sizes are assumptions about the audience you described.
- Each test is one simulation run, so how stable these results are has not been measured.

Automatic report checks

REPORT RULE

CHECK	RESULT
Raw counts add up across versions and groups	OK
Numbers in AI text match the results	OK
No variation or confidence claims (one run, not measured)	OK
No cause-and-effect claims the test can't separate	OK
No new claims recommended	OK
Your own claims marked as unverified where repeated	OK
Competitor prices, market figures and citations removed	OK

CHECK	RESULT
Quotes match their answers (keyword check)	OK
One ad budget; no audience both targeted and excluded	OK
Verdict wording limited to what simulation can show	OK
No forecasts, guarantees or simulated answers presented as real research	OK

Consistency and wording checks on this report. They do not verify that its content is true.

Not verified

- Whether the claims in your description are true
- Competitor names, products, prices and details (no outside research was done)
- Real-world demand, sign-ups, sales or ad performance
- Stability across repeated runs (each test is run once)
- How closely simulated people match the real ones

AI models: answers claude-haiku-4-5-20251001 · write-up claude-sonnet-5-5. One simulation run.