SIMULATED MARKET REACTION & DECISION BRIEF

PawPool shared dog walks (sample)

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

MAIN FINDING · OVERALL SIMULATED REACTION

26% interested



263 interested · 257 maybe · 480 not interested

OVERALL CALL

Mixed: fix weak points, then validate

WHAT IT MEANS

Owners who work long days see a real problem here and like sharing the cost. Trust in neighbors, and dogs that can’t walk in a group, keep many others out for now.

RECOMMENDED NEXT MOVE

Pick one large building and invite owners to a shared-walk pilot before building the app.

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 $15/month · 1,000 simulated potential customers in 8 groups

SIMULATED CONCEPT INTEREST
26%
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 263 (26%) · Maybe 257 (26%) · Not interested 480 (48%)

STRONGEST POSITIVE SIGNAL
Convenience and time
38%
100 of 263 yes reasons
Commuters and remote workers want reliable midday walks on long workdays.

BIGGEST OBJECTION
Trust, proof and reviews
30%
222 of 737 not-yes reasons
CRITICAL
Owners hesitate to hand their dog to neighbors

MOST PROMISING GROUP
Commuters with dogs, 30–37
44%
89 people · overall 26%

RECOMMENDED NEXT MOVE
AI HYPOTHESIS

Pick one large building and invite owners to a shared-walk pilot before building the app.

It tests trust, scheduling and willingness to pay with real neighbors at the same time.

TOP REASONS FOR YES (of 263)

Convenience and time	38%
Price and value	32%
Meets a real need	30%

TOP REASONS FOR NOT SAYING YES (of 737)

Trust, proof and reviews	30%
Price and cost	18%
Size, space and setup	16%

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 service that matches dog owners in the same apartment building to share daily walks. Owners take turns or book a shared walker in the app and split the cost. For renters who work long hours.

Price: $15/month

ITEM	DETAILS
Idea type	Startup idea
Audience you described	Dog owners 25–50 living in apartments in US cities
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-3N67MC

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

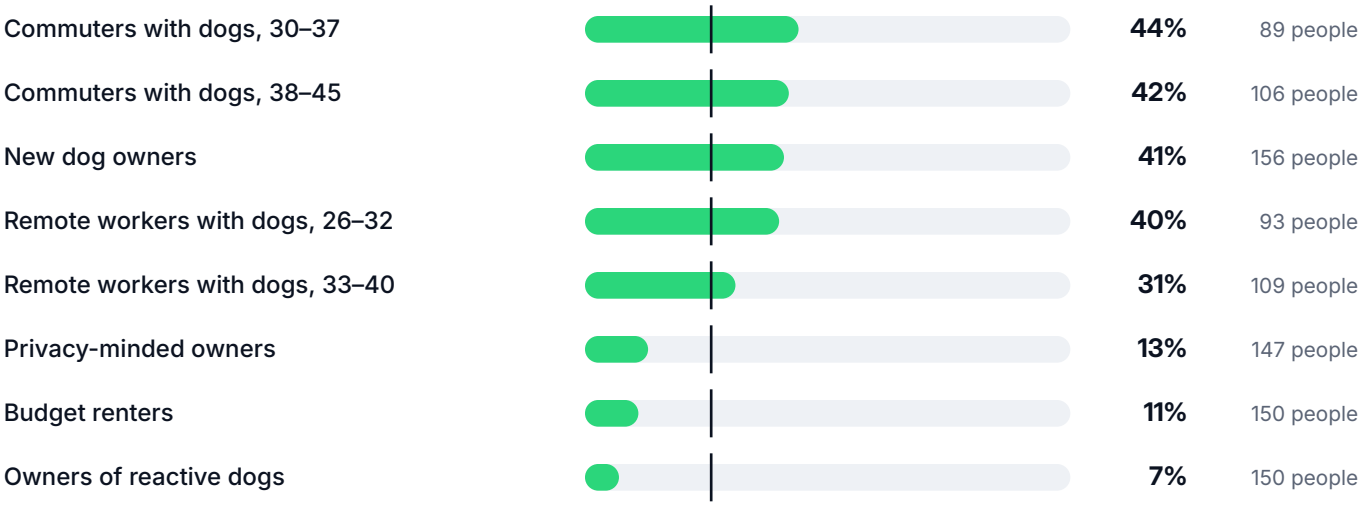
Simulated concept interest



263 interested · 257 maybe · 480 not interested

Results by audience group

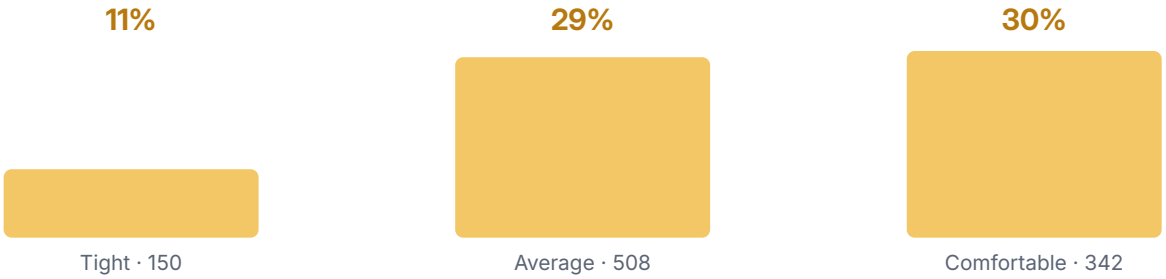
SIMULATED RESULT



Vertical line: all simulated people (26% 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

- 26% would be interested, 26% might and 48% would not (1,000 simulated potential customers).
- Most interested: Commuters with dogs, 30–37 (44%) and Commuters with dogs, 38–45 (42%).
- Least interested: Owners of reactive dogs (7% interested; 15% of participants).

Why people said yes

SIMULATED RESULT



One topic per reason. Shares of all 263 yes reasons. The reasons for not saying yes are charted in the next section.

In their words

SIMULATED RESULT

"It covers the days I can't get home at lunch."

Interested · Age 30 · marketing specialist · Remote workers with dogs, 26–32

"Splitting walks with neighbors covers my long workdays."

Interested · Age 40 · researcher · Privacy-minded owners

"I'd need to know a neighbor well before handing over my dog."

Not interested · Age 35 · analyst · New dog owners

"Maybe, if I could meet the other owners first."

Maybe · Age 36 · engineer · Privacy-minded owners

"Not comfortable giving neighbors my door code."

Maybe · Age 42 · consultant · Privacy-minded owners

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	Trust, proof and reviews	CRITICAL	30%	222
2	Price and cost	MEDIUM	18%	132
3	Size, space and setup	MEDIUM	16%	118
4	No need, or already covered		15%	111
5	Safety, security and privacy	MEDIUM	12%	92
6	Convenience and time	MEDIUM	8%	62

One topic per reason, so these are shares of all 737 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 TRUST, PROOF AND REVIEWS

Owners hesitate to hand their dog to neighbors

222 of 737 not-yes reasons (30%)

WHAT IT MEANS

Many who held back want to know and check the people involved before sharing walks.

IF IT STAYS UNRESOLVED (HYPOTHESIS)

Without visible trust signals, interested owners may wait for others to go first, and a building may never fill up.

WHAT TO DO

Show each owner and walker profile before a walk, and start with a meet-up so owners meet in person.

MOST AFFECTED GROUPS

Privacy-minded owners	60% · 77 of 128
Commuters with dogs, 30–37	58% · 29 of 50

"I'd need to know a neighbor well before handing over my dog."

2 MEDIUM PRICE AND COST

A monthly fee feels wrong to owners who walk their own dog

132 of 737 not-yes reasons (18%)

WHAT IT MEANS
Budget renters and owners who walk their dog themselves see little reason to pay every month.

IF IT STAYS UNRESOLVED (HYPOTHESIS)
A monthly-only plan could limit the service to people who already pay a walker.

WHAT TO DO
Test a pay-per-walk option next to the monthly plan.

MOST AFFECTED GROUPS

Budget renters	66% · 89 of 134	
Commuters with dogs, 38–45	21% · 13 of 62	

"$15 a month adds up when I walk him myself anyway."

3 MEDIUM SIZE, SPACE AND SETUP

Shared walks don't suit reactive or anxious dogs

118 of 737 not-yes reasons (16%)

WHAT IT MEANS
Owners of reactive dogs ruled out group walks completely.

IF IT STAYS UNRESOLVED (HYPOTHESIS)
This group may never use the core feature, so counting them in the audience may overstate it.

WHAT TO DO
Offer a solo-walk option for these dogs and say clearly that shared walks are for dogs that get along.

MOST AFFECTED GROUPS

Owners of reactive dogs	84% · 118 of 140	

"Group walks would stress my anxious dog."

4 MEDIUM SAFETY, SECURITY AND PRIVACY

Worries about health and safety with unknown dogs

92 of 737 not-yes reasons (12%)

WHAT IT MEANS
New owners worry about fights, illness and other dogs' vaccinations.

IF IT STAYS UNRESOLVED (HYPOTHESIS)
Left unanswered, this may keep puppy owners away even though they like the idea.

WHAT TO DO
Ask for vaccination records and a short temperament check before a dog joins.

CONTINUED

MOST AFFECTED GROUPS

New dog owners	42%	39 of 92
Privacy-minded owners	17%	22 of 128

"What happens if my dog gets hurt on a shared walk?"

5 MEDIUM CONVENIENCE AND TIME

Taking turns sounds like extra planning

62 of 737 not-yes reasons (8%)

WHAT IT MEANS

Some owners expect that coordinating with neighbors adds work instead of saving it.

IF IT STAYS UNRESOLVED (HYPOTHESIS)

If scheduling feels like a chore, owners may drop out after the first weeks.

WHAT TO DO

Let the app fill the schedule and show the week ahead in one view.

MOST AFFECTED GROUPS

Remote workers with dogs, 33–40	33%	25 of 75
Remote workers with dogs, 26–32	30%	17 of 56

"Booking around other owners' plans sounds like a hassle."

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 MEDIUM EFFORT

Add visible trust checks before the first walk

WHAT TO CHANGE

Show profiles for owners and walkers, hold an in-person meet-up before the first shared walk, and explain what happens if something goes wrong.

WHY IT MATTERS

Trust is the most common reason owners held back.

HOW TO TEST IT

Run a meet-up in one building and count how many owners book a first shared walk afterwards.

RISKS OR DEPENDENCIES

Checks take time and may slow the first sign-ups.

EVIDENCE

- Trust, proof and reviews: 222 of 737 not-yes reasons (30%)
- “I’d need to know a neighbor well before handing over my dog.”

2 LOW EFFORT

Offer pay-per-walk next to the monthly plan

WHAT TO CHANGE

Show two options at sign-up: the monthly plan and a single-walk price.

WHY IT MATTERS

Owners who walk their own dog resist a monthly fee.

HOW TO TEST IT

Show both options to real owners for two weeks and compare what they choose and whether they come back.

RISKS OR DEPENDENCIES

A per-walk option may take sign-ups away from the monthly plan.

EVIDENCE

- Price and cost: 132 of 737 not-yes reasons (18%)
- Budget renters: 11% interested (150)

3 MEDIUM EFFORT

Add solo walks for dogs that can't join a group

WHAT TO CHANGE
Let owners mark a dog as solo-only and match it with a walker for one-to-one walks at a separate price.

WHY IT MATTERS
Reactive dogs can't join shared walks, which rules out a whole group of owners.

HOW TO TEST IT
Ask owners of reactive dogs in one building whether they would book solo walks, and at what price.

RISKS OR DEPENDENCIES
Solo walks need more walker time, so they may need a higher price.

EVIDENCE
- Size, space and setup: 118 of 737 not-yes reasons (16%)
- Owners of reactive dogs: 7% interested (150)

Audience opportunities

Who to focus on first

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

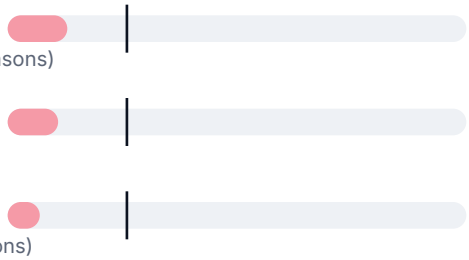
AUDIENCE TO FOCUS ON FIRST AI HYPOTHESIS

Start with commuters and remote workers with dogs in large buildings: they responded best and already need midday walks.

Most and least interested groups

SIMULATED RESULT

Commuters with dogs, 30–37 Main concern: Trust, proof and reviews (58% of its not-yes reasons)		44%	89 people
Commuters with dogs, 38–45 Main concern: Trust, proof and reviews (52% of its not-yes reasons)		42%	106 people
New dog owners Main concern: Trust, proof and reviews (48% of its not-yes reasons)		41%	156 people
Remote workers with dogs, 26–32 Main concern: Trust, proof and reviews (32% of its not-yes reasons)		40%	93 people
Remote workers with dogs, 33–40 Main concern: Convenience and time (33% of its not-yes reasons)		31%	109 people



Green: most interested groups. Pink, below the dashed line: least interested. Vertical line: all simulated people (26%). 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

“Midday walks covered, by neighbors you’ve met”

Share a walker with dog owners in your building and split the cost, after you’ve met them in person.

It leads with the main benefit and answers the trust worry up front.

PRICE HYPOTHESIS TO VALIDATE

AI HYPOTHESIS

Test the $15 monthly plan against a per-walk price.

Show both options to real owners in one building and compare their choices after two weeks.

Possible positioning

AI HYPOTHESIS

Position it as the neighborly, lower-cost way to cover long workdays.

Alternatives people may choose instead

AI HYPOTHESIS

ALTERNATIVE	WHY SOME PICK IT	HOW YOU COULD STAND APART
A private dog walker	Trusted, one-to-one care.	Shared walks at a lower cost, with neighbors.
Walking the dog yourself	Free and fully in their control.	Covers the long days when that isn’t possible.
Doggy daycare	Supervised play all day.	No drop-off trip: walks start at their own building.

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

SWOT

AI HYPOTHESIS

STRENGTHS
- A clear everyday problem for commuters

WEAKNESSES
- Needs several owners per building

OPPORTUNITIES
- Partnerships with apartment managers

THREATS
- Established walker apps

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

Is there enough trust and interest in one building to run shared walks?

From problem to decision

AI HYPOTHESIS

PROBLEM IDENTIFIED
Owners hesitate to hand their dog to neighbors

→

EXPERIMENT TO RUN
A four-week pilot in one large building, with a meet-up, a shared walker and both price options.

→

WHAT TO MEASURE
How many owners book a first walk, and how many book again in week three

After the real test

WOULD SUPPORT PROCEEDING
Several owners in the building book walks after the meet-up and keep booking without reminders.

WOULD SUGGEST REVISING OR STOPPING
Owners come to the meet-up but don't book, or only book a single walk once.

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

WHAT THIS SIMULATION SUGGESTS

- Commuters and remote workers with dogs responded best in the simulation.
- Trust and price were the most common reasons to hold back.

WHAT REMAINS UNKNOWN

- Whether real neighbors sign up together.
- Whether owners keep using it after the first month.

UNRESOLVED ASSUMPTIONS TO CHECK AI HYPOTHESIS

- Enough owners in one building will join to fill a daily walking schedule.
- Owners will trust neighbors or a shared walker once they can see who is involved.
- Owners who mostly walk their own dog will accept a monthly plan.

If the evidence is mixed

AI HYPOTHESIS

- Start as solo walks for one building and add sharing later.
- Work with apartment managers to recruit owners before launch.

Validation experiments

AI HYPOTHESIS

1 One-building pilot

GOAL
See whether neighbors actually share walks

HYPOTHESIS
Owners who meet in person will book shared walks

WHO TO INVOLVE
Dog owners in one large apartment building

HOW TO SET IT UP
Post a notice and hold a short meet-up in the lobby or a nearby park, then offer a shared walker for four weeks.

WHAT TO ASK OR SHOW
Would you share a walker with the owners you met today? What would make you comfortable?

WHAT TO MEASURE
How many owners book a first walk, and how many book again in week three

ENCOURAGING
Several owners book again without being reminded

CONCERNING
Owners show interest at the meet-up but don’t book

LIMITATIONS
One building may not represent others, and neighbors may already know each other

NEXT STEP
If owners rebook, add a second building; if not, ask what stopped them before building more

2 Price option page

GOAL
Learn whether monthly or per-walk pricing suits owners

HYPOTHESIS
Owners who walk their own dog prefer paying per walk

WHO TO INVOLVE
Dog owners in apartment buildings, reached through local groups

HOW TO SET IT UP
A simple page with two options, the monthly plan and a per-walk price, each with its own waitlist form.

WHAT TO ASK OR SHOW
Which option would you pick for next month?

WHAT TO MEASURE
Waitlist sign-ups for each option

ENCOURAGING
Clear interest in at least one option from real owners

CONCERNING
Few sign-ups for either option

LIMITATIONS
A sign-up is not a payment, and the people reached may differ from your audience

NEXT STEP
Use the preferred option in the pilot and ask for a small deposit to check commitment

3 Trust interviews

GOAL
Find out what would make owners trust neighbors

HYPOTHESIS
Seeing profiles and meeting in person removes most doubts

WHO TO INVOLVE
Eight to ten owners who would only maybe use it

HOW TO SET IT UP
Short video calls in which you show the profile and meet-up steps.

WHAT TO ASK OR SHOW
What would you need to know before someone else walks your dog?

WHAT TO MEASURE
The trust checks owners mention most often

ENCOURAGING
Owners name concrete checks you can provide

CONCERNING
Owners say they would never share, whatever the checks

LIMITATIONS
A small group, and what people say may differ from what they do

NEXT STEP
Build the checks owners mention most into the pilot

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

- [ ] Pick one large building with many dogs
- [ ] Write the meet-up invitation
- [ ] Prepare owner and walker profiles
- [ ] Set a per-walk price to show next to the monthly plan
- [ ] Decide what a good pilot result looks like before it starts
- [ ] Book the first meet-up date

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 potential customers; 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
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 potential customers match the real ones

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