



AiiQA

INNOVATION

Powered by Code2Tech Innovation Pvt Ltd

**Know if your idea is worth building —
before you spend a rupee.**

AiiQA is India's startup studio for non-technical founders. Our AI Startup Validator gives you a real market size, an MVP cost range, a build timeline, and an honest Build / Pivot / Kill verdict — in three minutes.

120+

ideas scored

3 min

to your Verdict

100%

free to start

13

report sections

Free Viability Score

MVP Cost in ₹

Build / Pivot / Kill Verdict

Investor-Grade Report



What is AiiQA?

AiiQA Innovation, powered by Code2Tech Innovation Pvt Ltd, is **India's startup studio and the execution engine for non-technical founders**. Headquartered in Gurugram, we validate your idea, build your MVP, and grow your startup — without you hiring a single employee.

Founders don't fail because of a bad idea. They fail because they never validated it — no market check, no cost estimate, no viability score, just momentum. AiiQA fixes this at the very first step with a data-backed AI verdict before a single line of code is written, then takes the idea through research, MVP development, launch, and growth.

STAGE 1

Validate

Free AI viability score and an honest Build / Pivot / Kill verdict in 3 minutes.

STAGE 2

Build

MVP cost range, week-by-week roadmap, and venture-ready MVP development.

STAGE 3

Launch

Go-to-market strategy phased for the Indian market, with your first 10 customers mapped.

STAGE 4

Grow

Unit economics, funding options, and scaling support — from idea to venture-ready.

Our Core Principles

- ✓ **Validate before you build** — a viability score before you spend a rupee, not after.
- ✓ **Honest verdicts** — Build, Pivot, or Kill. No sales pressure, no sugar-coating.
- ✓ **India-first data** — real category-size numbers for your exact niche in India, not generic TAM slides.
- ✓ **Founder-friendly** — free score, optional paid unlocks, and no sales call after your report.



The AI Startup Validator

Describe your startup idea in one line — who it's for and what problem it solves. In three minutes, AiiQA's AI (trained on 100+ Indian startups) returns your **viability score out of 100** and an honest verdict. Free, no rupee spent.

Every AiiQA Verdict is built from the same **four checks a VC would run**:

01 · INDIA DATA

Market Size

Real category-size numbers for your exact niche in India — not a generic TAM slide.

02 · MVP ESTIMATE

Cost Range

What a compliant, working MVP actually costs — low end to full-agency comparison (e.g. ₹14L vs ₹38L).

03 · WEEK BY WEEK

Build Roadmap

Discovery, MVP build, test and iterate, launch — with real week counts, not "it depends".

04 · THE CALL

AiiQA Verdict

One honest word on whether this idea, as submitted, is ready for a rupee of spend.

Your scores: Viability / 100 · Market Opportunity / 100 · Execution Risk / 100

BUILD

The core fields are specific enough to start. Unlock the full report and begin your validation sprint.

PIVOT

The idea has potential, but the current shape will not work. Get concrete pivot paths to redirect it.

KILL

Too many critical fields are still placeholders. Better to know now than six months and ₹8L later.



13 Sections. One Investor-Grade Brief.

Everything the AiiQA team pulls together after your free score — from risk analysis to a day-by-day validation sprint.

01

AiiQA Team Verdict

A clear Build / Pivot / Kill call, plus the one thing to do this week.

02

Problem Validation

Is this a real problem people will pay to solve, or not.

03

Risk Analysis

Every way this idea could die, and how to route around it.

04

Opportunities

The openings competitors haven't taken yet, and why now.

05

Competitor Landscape

Who you're up against, their weak spots, and the market funnel.

06

Go-to-Market Strategy

A phased launch plan built for the Indian market.

07

Unit Economics

CAC, LTV, payback period — the math investors will ask for.

08

First 10 Customers

Exactly where to find them, and what to say.

09

Tech Stack

The right stack for your MVP, and what it will cost to build.

10

Funding Options

Which funding routes fit, and comparable startup valuations.

11

Team Requirements

Who to hire first, and whether you can start solo.

12

7-Day Validation Sprint

A day-by-day plan to test the idea before you build anything.

13

Pivot Paths

Backup directions to pivot into if the first path stalls.

Validator Features

Everything a founder needs to make a confident go / no-go decision.

★ Free Viability Score

Viability score, market size, cost range, and build timeline — 100% free, in 3 minutes, before you spend a single rupee.

★ MVP Cost Range in ₹

What a compliant, working MVP actually costs in India — with a full-agency comparison so you see the savings (e.g. ₹14L vs ₹38L).

Build / Pivot / Kill Verdict

One honest call on your idea as submitted — with the reasoning behind it. No sugar-coating, no sales pressure.

India-First Market Data

AI trained on 100+ Indian startups, with real category-size numbers for your exact niche — including Tier-2/3 markets.

Language Options

Validate your idea in the language you think in — the Validator supports multiple languages, not English alone.

Voice Input

Speak your idea instead of typing it. Describe your startup out loud and let the Validator do the rest.

Week-by-Week Build Roadmap

Discovery, MVP build, test and iterate, launch — with real week counts you can plan your life around.

13-Section Full Report

An investor-grade brief covering problem validation, risks, competitors, GTM, unit economics, funding, and more.

7-Day Validation Sprint

A day-by-day plan to test your idea with real customers before you build anything.

Pivot Paths

If the first direction stalls, your report includes backup directions to pivot into — you're never left at a dead end.



How to Use the Validator

1 Open the Validator

Go to aiiqa.com/validate — works on any device. Type your idea, or use voice input in your preferred language.

2 Describe your idea

One line is enough — who it's for and what problem it solves. No pitch deck needed.

3 Tell us where you stand

Technical or not, funded or not — it shapes the roadmap the AI generates for you.

4 Get your free Verdict

Viability score, market size, MVP cost range, build timeline, and a Build / Pivot / Kill call — instantly.

5 Unlock the full 13-section report

Go deeper with risk analysis, competitors, GTM, unit economics, funding options, and your 7-day validation sprint.

Report Pricing

SINGLE

₹159

1 report

Try one idea

DUO

₹199

2 reports

≈ ₹100 per report

PACK OF 5

₹499

5 reports

Compare your ideas

BEST VALUE

FOUNDER PACK

₹799

30 reports

≈ ₹27 per report

The viability score is always free. Reports are one-time purchases — no subscription, no auto-renewal, no sales call. Each report is a full 13-section investor-grade brief for one idea.

How AiiQA Helps Early Founders

Six months on the wrong feature. ₹8L lost to a freelancer who vanished. A VC "no" after fifteen minutes of due diligence. Every one of these stories starts the same way: **nobody validated first.**



Avoid the #1 startup killer

Building something nobody wants. A free 3-minute check catches the fatal gaps — no defined customer, no revenue mechanism, no compliance path — before they cost you a year.



Know your costs before you commit

The ₹ MVP cost range means you can plan your savings, your runway, and your ask — before approaching developers or investors.



Speak investor language from day one

Market sizing, unit economics (CAC, LTV, payback), funding options, and comparable valuations — the exact math investors will ask for, ready in your report.



Never get stuck at "what next?"

Every report ends with a clear next step — the one thing to do this week, a 7-day validation sprint, and pivot paths if the first direction stalls.



Built for non-technical founders

Plain-language verdicts, voice input, language options, and India-first pricing — accessible to student founders and first-time entrepreneurs, technical or not.



07 · GET IN TOUCH

Start Validating Today

Your idea deserves a real answer. Get your free Verdict in three minutes.

VALIDATOR

aiiqa.com/validate

Free viability score · Build / Pivot / Kill verdict

WEBSITE

aiiqa.com

Platform, blog & startup insights

EMAIL

support@aiiqa.com

Support, partnerships & enquiries

PHONE

+91 9599 222 799

Mon-Sat · 9 am-7 pm IST

OFFICE

Gurugram, Haryana 122003, India

AiiQA Innovation Pvt. Ltd.

SOCIAL

@aiiqainnovation

Instagram · LinkedIn: aii-qa-innovation · X: @aii__qa · YouTube: @aiiqa

Have an idea? Validate it before you build it.

Free viability score at aiiqa.com/validate — full 13-section reports from just ₹159.