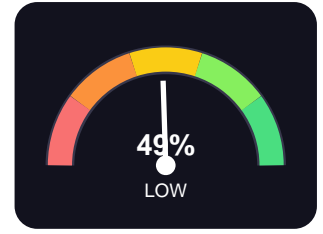




Market Verdict - Viability Analysis

Analyzed: 2026-05-20 21:26:47 UTC

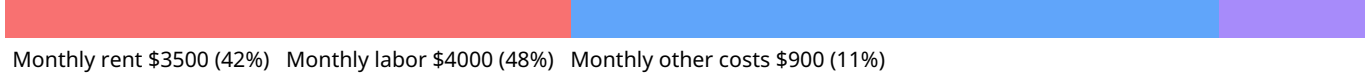
VIABILITY SCORE 49% LOW



Monthly revenue breakdown:



Monthly cost breakdown:



MARKET VERDICT — VIABILITY ANALYSIS

Idea: Yoga studio
Location: Denver, Colorado
Mode: Hybrid

YOUR INPUTS

Budget: \$80,000
Avg ticket: \$18
Customers/day: 25
Gross margin: 70%

Monthly rent: \$3,500
Monthly labor: \$4,000
Monthly other costs: \$900

VIABILITY SCORE: 49 / 100 (LOW)

Monthly Revenue: \$9,450 – \$16,200
Monthly Profit: \$1,785 – \$2,940
Break-even: 28 – 999 months

MARKET SIGNALS

Location: Denver, Colorado, USA
Competition: 1 (score 90/100) within 3000m

SUMMARY

Low viability under current assumptions. Competition count=1. GDP/capita ~\$85000. Profit range ~\$1785 to

~\$2940/mo. Adjust pricing, volume, margin, or costs.

RISK FACTORS

- Rent is high relative to baseline revenue (25.9%).
- Hybrid operations add complexity; ensure processes and staffing are realistic.

EXECUTION PLAN

1. Define a narrow target customer and a clear differentiation wedge.
 2. Validate assumptions: price point, expected volume, and gross margin using 10–20 customer conversations.
 3. Run a demand test: pop-up, market stall, or pre-sales campaign to validate real willingness to pay before committing to a lease or full inventory.
 4. Collect a location shortlist and compute rent-to-revenue ratio; target rent \leq 10% of baseline revenue.
 5. Measure competitor density in 1–2 mile radius and pick a wedge that existing options do not serve.
 6. Build a buffer: plan for downside scenarios (seasonality, staffing, slower ramp).
 7. Launch MVP: smallest offering that tests repeat demand, then iterate weekly using measured results.
-

Heuristic scoring + public data signals. Not financial advice.

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