HYPOTHESES & EXPERIMENTS

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Team

Iteration 1 2 3

Date

Use the "Action Plan" canvas to define and assign tasks to run your experiments in short cycles.

Analogs

Target group(s)
Brands & messages
Channels
Relationships
Offerings
Resources
Processes
Partner channels
Partners
Profit formula
Business DNA

What things are new to us but we can learn from others because they have proven that it just works?

Look at every single element of your business model to find analogs and antilogs

Make sure your analogs are reliable sources to learn from others. In many cases, analogies eventually turn out to be somehow different to your business when you look under the hood.

Use the "Action Plan" canvas to investigate important analogs even further to see what we can learn from others.

Antilogs

What things are new to us, new to the market, and we can't learn from anyone?

Which antilogs are both very important and uncertain?

Importance

Test focus

Uncertainties

Research design

Note: Translate the antilogs in the test focus into either an exploration or validation depending on your today's level of knowledge. Define an appropriate experiment to collect data in the most efficient way.

Questions / hypotheses

Experiments

Exploration
Validation

What questions / hypotheses grow out of relevant antilogs in our test focus?

Question *"We don't know..."*

Hypothesis *"We believe..."*

How do we collect relevant data and insights?

Method	Prototype / Lean Offerings	Threshold
"We explore this by..."	*"...and build..."*	
"We validate this by..."	*"...build..."*	*"....and are convinced, if..."*

Level of reality
e.g. Interview — 2-week trial — Pre-sales

Use the "Lean Offerings" canvas and start designing your first products and services to test hypotheses that can't be tested upfront.

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Need digital worksheet? http://bsd.li/WS