Workshop 5 - Testing your Solution

What? An actionable plan to test all the previously defined business hypotheses/assumptions early on

Why? Setting up an open source canvas is good. Testing its hypothesis mitigates risks and avoid failures of your offering, which is even better

When? When you want to enter the market and reach out to your potential users

1. Hypothesis Definition





STEP 2 - CREATE A FULL HYPOTHESIS

3 - Paste your Fina Hypothesis

STEP 3 - FIND THE RIGHT EXPERIMENT

You have your 3 hypothesis set. Now you need to understand how to test and validate them (or not). Check the Experiment Library to see, given the type of hypothesis, which experiment could fit best. The of the second secon



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Experiment Library

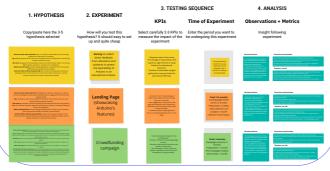
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2. Field Test



Everything that doesn't lead to validated learning is waste (Inspired by Lean from Toyota and material waste)





