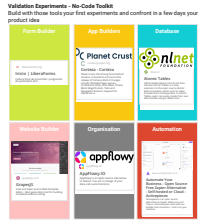
Workshop 5 - Testing your Solution

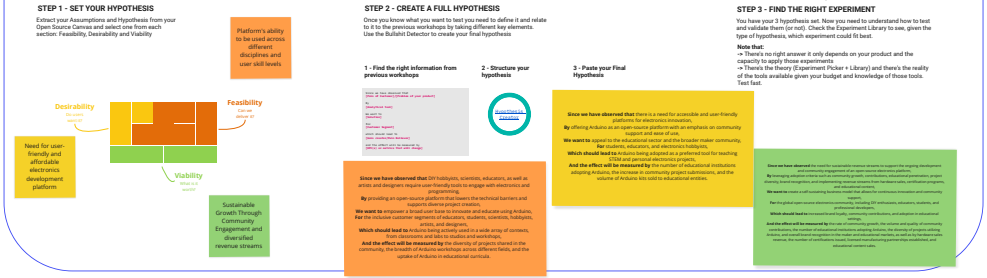
What? An actionable plan to test all the previously defined business hypotheses/assumptions early on

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

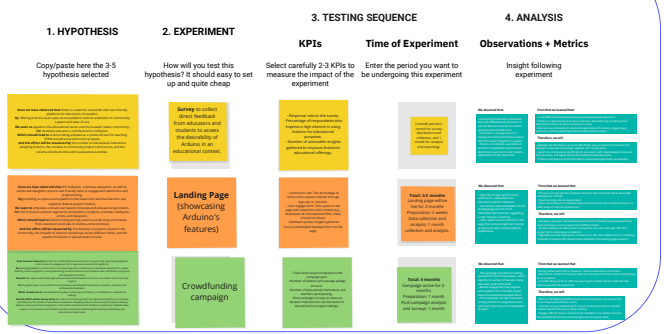
When? When you want to enter the market and reach out to your potential users



1. Hypothesis Definition



2. Field Test



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

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