



Project Name:

Team Leader Name:

Track Pivots	Start	1st Pivot	2nd Pivot	3rd Pivot	4th Pivot
<b>Customer Hypothesis</b>	<i>Tip: For two-sided markets, always validate the riskier side first</i>				
<b>Problem Hypothesis</b>		<i>Remember: Limit one sticky-note per box Write in ALL CAPS Do not write more than 5 words on any sticky-note</i>			
<b>Solution Hypothesis</b>	<i>Tip: Do NOT define a solution until you've validated the problem</i>				

## Design Experiment

*Tip: Clear all post-its from this area after each experiment is completed*

**Core Assumptions**  
*Any assumption that, if invalidated, will break the business*

**Riskiest Assumption**  
Which Core Assumption has the highest level of uncertainty?

**Method**  
What is the lowest cost way to test the Riskiest Assumption?  
Choose: Exploration, Pitch, or Concierge

**Minimum Success Criterion**  
What is the weakest outcome we will accept as validation?

## Results

# GET OUT OF THE BLDG



Invalidated		Validated	
<i>If Invalidated, pivot at least one Core Hypothesis</i>		<i>If Validated, brainstorm and test the next Riskiest Assumption</i>	
1	2	1	2
3	4	3	4
5	6	5	6

Only put the Riskiest Assumption from an experiment in these boxes  
Record data & learnings separately