



Riskiest Assumption

Which assumption has the most devastating effect on our business idea if invalidated? Approach: Customer → Solution → Price → Communication



Experiment

Who is the specific key customer segment for that?
Which type of experiment will we conduct?
Which channels are we going to use for distribution?



Definition of Success

What's the key metric we want to measure?
What's the target we want to meet?
Which qualitative data do we want to collect?



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