

EXPERIMENT BOARD

BUSINESS MODEL/
VISION

IDENTIFY RISKIEST
HYPOTHESIS

BUILD
EXPERIMENT(S)

MEASURE
& LEARN

PERSEVERE,
ITERATE, PIVOT

BUSINESS MODEL/
VISION

EXPERIMENT BACKLOG

Design and prioritise experiments.

HYPOTHESES

Plot assumptions based on riskiness to the new venture.

BUILD

Build experiment methods to gather data and test business assumptions.

MEASURE

Execute the experiment and monitor key hypothesis metrics.

LEARN & DECIDE

Conclude if hypotheses are validated or invalidated. Iterate, persevere, or pivot.