


 Riskiest assumption

 Next Steps

 Falsifiable hypothesis

 What you expect to happen

**We believe, that**

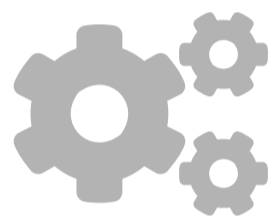
**with at least**


**selected from our**


**results in at least**


**responses like**


**within**


 Specific testable action

 Minimum nr of respondents


 Target audience


 Percentage positive results

 What counts as a positive result

 Time frame

,

 What actually happened

 Conclusion

☐ Validated

☐ Invalidated

☐ Inconclusive

Based on Ash Maurya's Experiment Canvas