



Riskiest
assumption



Next Steps



Falsifiable
hypothesis

**We believe, that
with at least
selected from our
results in at least
responses like
within**



What you expect
to happen



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