

# EXPERIMENT DEFINITION

How might we quickly test our most risky assumptions?

## EXPERIMENT STATEMENT:

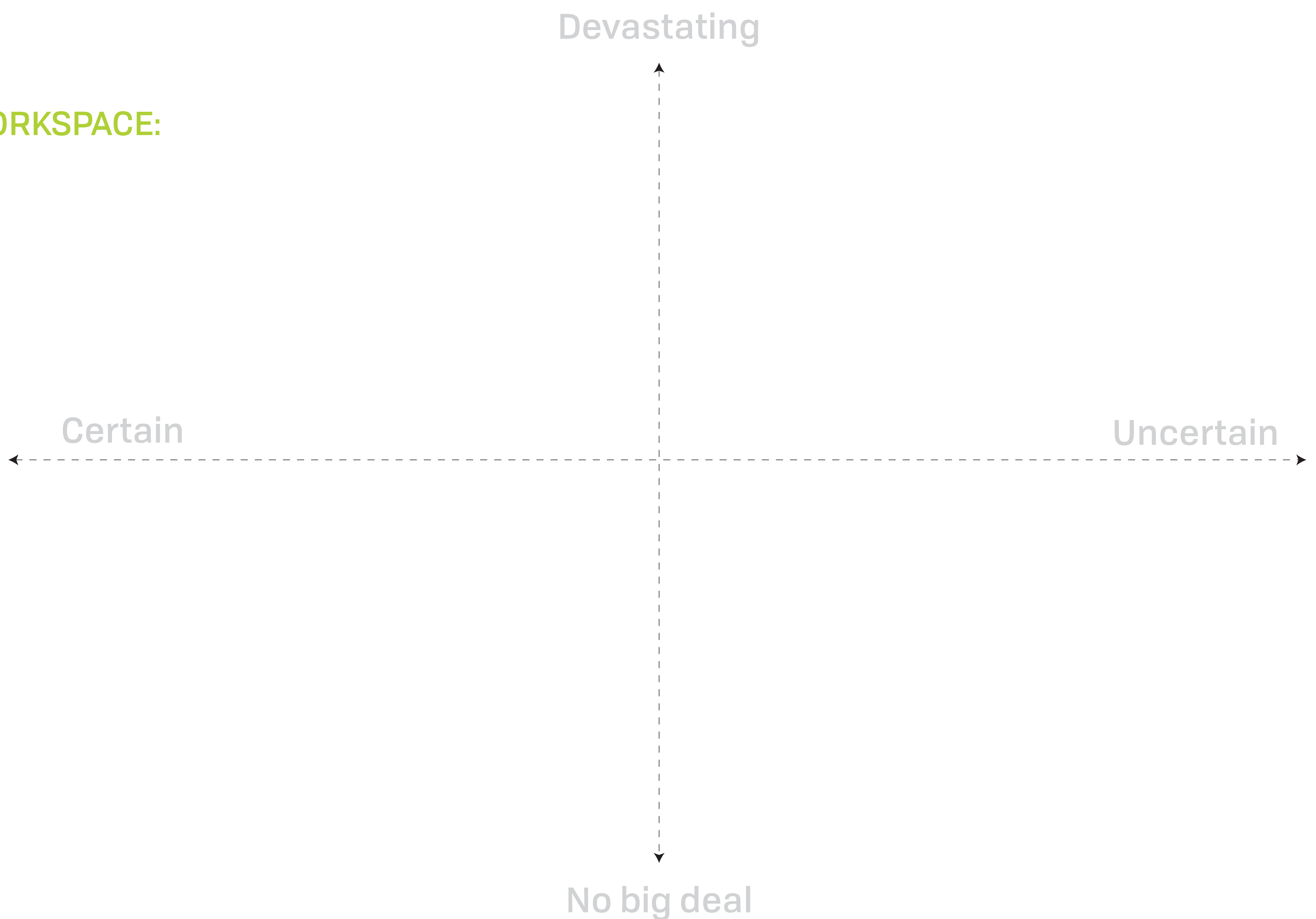
**We believe if we**

action to test assumption

**then**

outcome to validate assumption

## WORKSPACE:



- 01** Ask, "What must be true for this intervention to work?", "What else?" to tease out assumptions.
- 02** Write individual assumptions on sticky notes. Assumptions should be written as statements.
- 03** Plot your assumptions on the Risky Assumptions Matrix. Assumptions that you are uncertain about and are important for the solution to work are the riskiest.
- 04** Choose one risky assumption to test. Decide how you will test your risky assumption in a fast, low-cost way. Write the action you will take on the first line of the fill-in-the-blank experiment statement.
- 05** Define the outcome that would validate your risky assumption. Write the outcome on the second line of the fill-in-the-blank experiment statement.