Key Assumptions Testing - PMBook

* Take the napkin pitches and test them - why is this good, why is it attractive?
* how will you test it? with what data? Use the table below to help you
* Why would this be not true? Use the null hypothesis/scientific theory here
* Disconfirming data is key to finding out the true nature of your assumptions

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| Key Assumptions | | | |
| Concept Name: PMBook | TE  thought experiment | 2D/3D Simulation | 4D  live market |
| Value Test   * PMs will like | |  |  |  | | --- | --- | --- | |  | X |  | | X |  |  | |  | X |  | |  |  |  | | | |
| Execution Test   * We can produce the experience technically * We can acquire customers * We can operate the business as it grows | |  |  |  | | --- | --- | --- | |  | X | X | |  | X |  | |  |  | X | |  |  |  | | | |
| Scale Test   * Addressable market is big enough * We can acquire customers affordably * Revenues exceed cost at scale | |  |  |  | | --- | --- | --- | |  | X |  | | X |  |  | |  |  | X | |  |  |  | | | |
| Defensibility Test   * We can protect advantage * Advantage increases as we grow business * Buy something else | |  |  |  | | --- | --- | --- | | N/A |  |  | | N/A |  |  | |  |  | X | |  |  |  | | | |