



Track Pivots	Start	1st Pivot	2nd Pivot	3rd Pivot	4th Pivot
Customer Hypothesis	<small>Tip: For two-sided markets, write one hypothesis for each side of the market.</small> HOMEOWNERS WILL PAY FOR PIPE LOCATOR.	HOMEOWNERS PLANNING PLUMBING RENOVATIONS.	HOMEOWNERS PLANNING PLUMBING RENOVATIONS.	HOMEOWNERS SEEKING RELIABLE PIPE INFORMATION	
Problem Hypothesis	HOMEOWNERS FRUSTRATED LOCATING PIPES.	<small>Remember: Limit one sticky-note per box. Write in ALL CAPS. Do not write more than 5 words.</small> DIFFICULTY LOCATING PIPES BEHIND WALLS	FEAR DAMAGING PIPES DURING RENOVATIONS	LACK ACCESSIBLE ACCURATE PIPE INFORMATION	
Solution Hypothesis	<small>Tip: Do NOT define a solution until you've validated the problem.</small>	QR CODE TOOL LOCATES PIPES	SYSTEM TO PREVENTS DAMAGING PIPES	SYSTEM PROVIDES ACCURATE PIPE INFO	

Design Experiment

Tip: Clear all post-its from this area after each experiment is completed.

HOMEOWNERS COMFORTABLE WITH QR CODES.

HOMEOWNERS PAY FOR ACCURACY, SAFETY

HOMEOWNERS VALUE DIGITAL PIPE CONVENIENCE.

Core Assumptions

Assumptions that must be validated for the business to work.

QR CODES MAP PIPES ACCURATELY.

HOMEOWNERS TRUST QR CODES' ACCURACY

Riskiest Assumption

HOMEOWNERS PAY FOR ACCURACY, SAFETY

Learn: Which Core Assumption has the highest level of uncertainty?

CONCIERGE

Measure: What is the success rate of concierge service?

70% LOCATE PIPES USING QR

Measure: What is the success rate of QR code usage?

Results

GET OUT OF THE BLDG

Invalidated	Pivot at least one Core Hypothesis		Validated	Brainstorm and test the next Riskiest Assumption	
HOMEOWNERS TRUST QR CODES' ACCURACY	1	2	HOMEOWNERS COMFORTABLE WITH QR CODES.	1	QR CODES MAP PIPES ACCURATELY.
	3	4		3	
	5	6		5	