Start here brainstorming hypothesis. Pull to right to start experiment	Experiments	1	2	3	4
Who are your customers? 5 min Time Limit	**Customer**	People with difficult commute NYC	People with difficult commute NYC		
What is the problem? 5 min Time Limit	**Problem**	Understanding of Safety and Time Saving of Vespa	Vespa too expensive for Identity risk		
Define your solution only after its proven that the problem is worth solving 5 min Time Limit	**Solution**	Vespa + pager + trial	Rent Vespa and return f not fit		
List all assumptions that must hold true for your hypothesis to be proven true 10 min Time Limit	**Riskiest Assumption**	No Fiends Vespa	Pay $250/ month		
Need help, use this sentences to construct your experiment	**Success Criteria**	INTERVIEW: 8/10 do not have friends with Vespa	SELL: 15 email addresses in 2 hours		

To form a Customer/Problem Hypothesis:
I believe my customer has a problem achieving this goal.

To form a Problem/Solution Hypothesis:
I believe this solution will result in quantifiable outcome.

To form your Assumptions:
In order for hypothesis to be true, assumption needs to be true.

To identify your Riskiest Assumption:
The assumption with the least amount of data, and core to the viability of my hypothesis is...

Determine how you will test it:
The least expensive way to test my assumption is...

Determine what success looks like:
I will run experiment with # of customers and expect a strong signal from # of customers.

Get out of the Building

		1	2	3	4
Results & Decision		5/10 Pivot	50+ in 2 hours Persevere		
Learning		- I am not a scooter person - Lifestyle risky	- People typing in all caps - Jumping to try		