**Disciplined Entrepreneurship Workbook**

# Step 20: Identify Key Assumptions

## Worksheet

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| Identify Key Overall Assumptions | | | | |
| **#** | **Assumption (in prioritized order)** | **Related Step(s) from the 24 Steps** | **Risk Level** | **Potential Impact if Assumption is Wrong** |
| 1 | We can acquire customers at a long-term COCA of €45–€55 | Step 18, 19 | High | If COCA rises significantly, our unit economics will break down. |
| 2 | LTV per customer remains at or above €240 | Step 16 | High | If LTV is lower, we won’t recover COCA, making the business unsustainable. |
| 3 | Organic marketing channels will scale over time to reduce COCA | Step 14, 19 | Medium | Continued dependence on paid ads would inflate acquisition costs. |
| 4 | Self-serve tools and automation will successfully reduce reliance on expensive inside sales | Step 18 | Medium | If automation adoption fails, sales costs will remain high and scale inefficiently. |
| 5 | Our conversion rate from lead to paying customer will meet or exceed 5% across core channels | Step 13, 19 | High | If the conversion rate is lower than expected, acquisition costs will rise substantially, and marketing campaigns may become unprofitable, requiring major changes to either targeting, messaging, or product positioning. |
| 6 | Influencer partnerships and affiliate programs will drive meaningful traffic at a low cost | Step 14 | Medium | If influencer ROI is low, we’ll lose a key channel for scalable, efficient growth. |
| 7 | Our target customer segment is accurately defined and will respond positively to our messaging | Step 6-10 | High | If we are wrong, we’ll waste resources marketing to the wrong personas. |
| 8 | The market size and TAM estimates are accurate enough to justify scaling investment | Step 5 | Medium | Overestimating TAM could lead to overinvestment in a limited market. |
| 9 | Pricing assumptions match perceived value and competitor benchmarks | Step 16 | Low | Pricing too low reduces revenue; too high reduces conversion. |
| 10 | Operational efficiencies can scale with growth without disproportionately increasing overhead | Step 18 | Medium | If overhead costs grow too fast, margins will compress even with good CAC/LTV. |

This is in many ways a “catch your breath and digest what you have produced” step. It does not involve a lot of new work but it is important to set yourself up for the next step as well which is to test these assumptions. It is nice to have a step that is a bit easier, isn’t it? You are getting close to the end now – hang in there!