



# Assumptions extractor - Value proposition map

This tool will help you to extract the most important assumptions to be tested in your value proposition.

## Guidelines

- 1. Be clear.
- 2. Your assumption needs to be measurable.
- 3. Don't create long assumptions. One fact per assumption.

## How to use it?

Read the questions in this cheat sheet, and rewrite them for your value proposition. An assumption should be a statement about a real work fact. For instance: "we assume that our customers need a better way manage their finance online".

## Work both parts of the value proposition canvas

You need to draw assumptions for the client and the solution proposed, as worked in your selected canvas. Start with the client side, using the questions written down in this cheat sheet (see reverse of this page).

After you have drawn out all the assumptions from the client side, move to the solution side.

Try to be as detailed as you can. You can also explain why you believe your assumption is real. That will help to assess the grade of maturity of your idea.



# Answer these questions and draw your assumptions!

## Customer side

We believe that our perfect target customer is...

We believe that our customer needs to perform the following job...

We believe that our customer wants the following gain...

We believe that our customer has the following pain...

## Solution side

We believe the most compelling product is...

We believe that our customer will appreciate the following gain creator...

We believe that our customer is demanding the following pain reliever...

