

Disciplined Entrepreneurship Workbook

Step 21: Test Key Assumptions

Worksheet

Test Key Overall Assumptions				
#	<u>Empirical Test (in order from most important to least important, based on the risk levels of the related assumption(s))</u>	<u>Related Assumption(s)</u>	<u>Resources Required for Test</u>	<u>What Outcome(s) Would Validate Your Assumption(s)?</u>
1	People will subscribe if they can save money		Uber Eats Global statistics	Percentage of People using Uber Eats subscribed to Uber One, to reduce their costs.
2	People care about solutions that help reduce their carbon footprint		Recycling Statistics in Countries where it's not mandated i.e. Cyprus, vs where it's mandated i.e. Belgium	If the numbers are relatively comparable, it means that enough people care enough about the environment to take small actions to protect it
3	AI will be able to accurately predict consumption based on voltage profile		We need to be able to have a demo of the product available, test it against a household consumption that we can know in advance	If with appropriate training we can get accurate results of consumption profile, that would validate.
4	We can get the patent in a timely manner		The "test" for this is actually the process of doing it, we can see other attempts to estimate the time it will cost us, but we can't be 100% unless we go through with the process.	Being able to get the Patent within 2 years.

Results from Testing Key Assumptions			
#	<u>What did you learn from the test?</u>	<u>Did the test validate your assumption? (Yes, No, or Not Knowable At This Point)</u>	<u>What will you do as a result of this test? (e.g. revisions to work done in previous steps, additional testing of assumptions, etc.)</u>
1	15 million Subscribers in Uber One, vs 86 million users, using Uber eats. That means, 17.4% of users are subscribed.	The test validates that if people use a certain feature long enough they are willing to pay for services that reduce costs.	We will not change our business model, and we might try to make the deal sweeter by coordinating our subscription fee together with other services/products.
2	Belgium Recycling Rate is 54%, Cyprus is 41.6%, additionally from 1960, 7% of global population recycled, but in 2024 32% recycle	Yes, we can see a global trend of increased recycle and care for the environment, there's activist groups , laws and	We will attempt to promote the green effect of our product to the planet, maybe even collaborate with activist groups to promote it.

		growth that can back our assumption.	
3	Can't test until development	Not knowable at this point	
4	Can't test until we file for a patent, but patterns show that we should be able to do it in a timely manner	Not Knowable at this point	

After having completed these two steps, you have de-risked your product at the level of individual assumptions as much as you reasonably can. This accomplishment does not mean that when all the assumptions are put into one product that the fully assembled solution is assured of being successful in the market. In addition, there are some assumptions that will never be able to be fully tested until there is a product and it is put into production. That testing comes in the next two steps.