Disciplined Entrepreneurship Workbook

Step 20: Identify Key Assumptions

Worksheet

Identify Key Overall Assumptions				
#	**Assumption (in prioritized order)**	**Meets Criteria:** **1) Specific** **2) Singular** **3) Important** **4) Measurable** **5) Testable**	**Related Step(s) from the 24 Steps**	**Risk Level**	**Potential Impact if Assumption is Wrong**
1	People do not mind subscribing if that saves them money in the long run	1,2,3,5	9,14	HIGH	This could disrupt the business plan completely, no subscriptions means less sustainable revenue
2	People care about solutions that help reduce their carbon footprint enough to use the app to its fullest	1,2,5	9	MEDIUM	If people don't care enough about their carbon footprint, we lose a small part of our business if this is not the case, and it could end up resulting in big inefficiencies
3	The AI used will be able to accurately predict consumption based on patterns of the power profile	1,2,3,4,5	1,2,3,4	HIGH	This is a key assumption, that we need to be very thorough when developing and testing, to ensure that our product is reliable and efficient, otherwise the whole business collapses due to a valueless product.
4	We can get the patent in a timely manner	1,2,3,4		HIGH	This is very important, getting the patent to prevent our competitors from swooping in after we prove the business model works for them, this is an expensive and timely process, that if we fail to get properly, can bankrupt our startup.

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!