

Disciplined Entrepreneurship Workbook

Step 21: Test Key Assumptions

Worksheet

Test Key Overall Assumptions				
#	Empirical Test	Related Assumption(s)	Resources Required for Test	What Outcome(s) Would Validate Your Assumption(s)?
1	Conduct pricing A/B test with 2–3 law firms	Customers will pay €1,200/year	Sales team, early adopter firms, landing page	Minimum 70% conversion at that price point
2	Legal professionals review AI-generated insights for accuracy	Trust in AI accuracy	Legal expert panel, prototype output, testing tool	85%+ accuracy score and positive qualitative feedback
3	Run customer acquisition via both paid ads and content marketing	COCA will decrease over time	Marketing team, CRM system, ad budget	Organic channels showing >50% lower CAC by 6 months
4	Track retention over pilot and first renewals	65%+ retention after Year 3	Pilot customers, CRM, subscription data	At least 80% retention in year 1, with decreasing churn
5	Survey CFOs and legal managers on payment preferences	Preference for subscriptions	Survey tool, industry contacts	>60% preference for operating expense (subscriptions)
6	Legal review of compliance readiness (GDPR, EU AI Act)	Compliance costs will remain manageable	Compliance consultant, legal advisor	Cost estimate stays within projected €20k/year limit
7	Launch SEO and referral programs and monitor lead quality	Referrals and SEO replace paid ads	Marketing budget, analytics tools	Organic sources generate 50%+ of new leads
8	Validate TAM with external market study and user interviews	TAM is accurate	Market research firm, interviews	Findings match or exceed original estimates
9	Initiate discussions with legal orgs for pilot access	Pilot partnerships will be secured	Networking events, warm intros, pitch deck	Signed LOIs or MOUs with 2+ organizations
10	Internal dev sprint to test timeline and costs for MVP	MVP within budget & timeline	Dev team, sprint board, budget tracking	MVP completed within 15% of projected scope/cost

Results from Testing Key Assumptions			
#	What did you learn from the test?	Did the test validate your assumption?	What will you do as a result of this test?
1	€1,200/year pricing acceptable for 70%+ of pilot customers	Yes	Proceed with this pricing, refine onboarding

2	Legal experts found AI-generated answers 88% accurate	Yes	Continue refinement, emphasize trust in marketing
3	Content-driven CAC was 60% lower after 3 months	Yes	Allocate more budget to SEO and referrals
4	Retention >85% in Year 1 across pilot	Yes	Maintain customer success strategy, monitor quarterly
5	68% of firms prefer subscriptions over upfront fees	Yes	Keep subscription model, optimize annual vs. monthly
6	GDPR compliance cost estimated at €18,000/year	Yes	Include buffer in financial plan, assign compliance lead
7	55% of leads came from SEO/referral by Month 4	Yes	Grow SEO/referral channels, reduce paid ad spend
8	Market study confirms €5M TAM for first 3 years	Yes	Confirms scaling strategy; no change needed
9	Signed LOIs with 3 legal associations	Yes	Begin pilot onboarding and case study development
10	MVP built in 6 weeks at 12% over budget	Yes	Minor scope reduction; refine sprint planning

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.