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**ENTREPRENEURSHIP ASSIGNMENT**

1***.* What is value hypothesis and how do we test it?**

a**) Value hypothesis**- it tests whether a product or service really delivers value to the potential customers once they are using it.

**b) How value hypothesis is tested?**

* Talk to customer about the product you have made.
* Give out samples to customer for test if it is really what they need as in their desires and pain.
* Ask feedback from customer on how the product or service was after using it.
* If the product favored the customer’s expectation I can start delivering it to customer as they start to adapt its purpose how to use.
* I can then produce more product and start distributing them to the market.

2. **If you are to rebuild IMVU from scratch, how would the startup process look like?**

a**) Build\_measure\_learn**- I will define the ideas and test on which can work best then I choose and start working on it.

b)**Asking customers what they need**, after they give me feedback I will give them suggestion if they were provided with IMVU will the problem have been solved and if they will use it.

c**) Introducing the service to the customer** with steps on how to use them and give them time for feedback.

d)if the customer do not use the service I will **pivot** to changing some things like adding qualities in the same product and try it again until the customer are stable with the service, in this period I will need to **persevere.**

***3*. What is growth hypothesis?**

* Is a tests on how new customers will discover a product or service.
* Is also an assumption on **how users find your product?**