

Review Hypotheses (All participants) Plot Hypotheses on Graph (run by Annie)

Define Experiment 1's Success Metrics (run by Chris)

Define Experiment 2's Success Metrics (run by Chris)

20min Design Studio for 1 Experiment (run by Maira)

5min Recap Next Steps

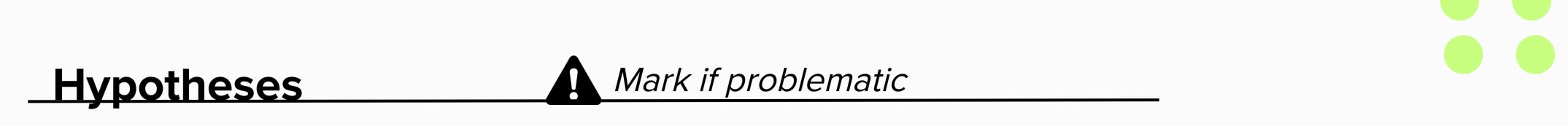
Purpose

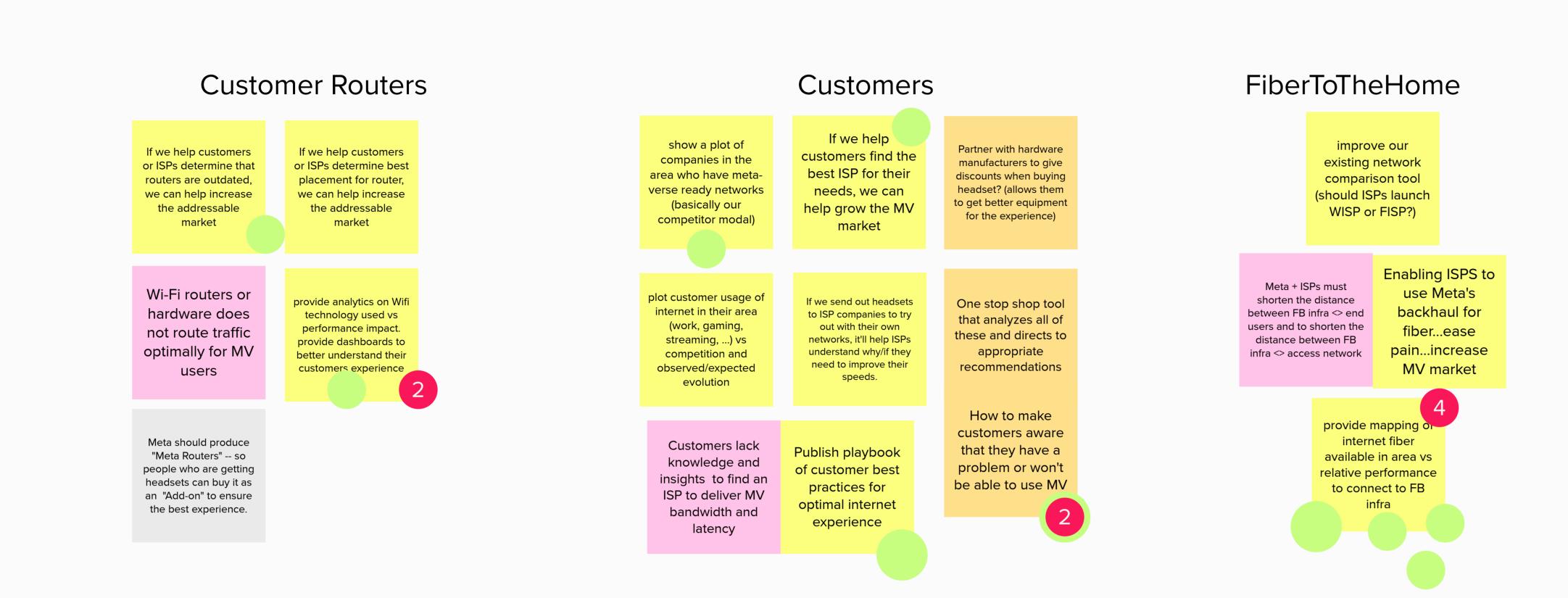
In this workshop, we want to lay out what hypotheses are we making as a team? What assumptions might need to be validated or otherwise probed? We will look at these through the lenses of

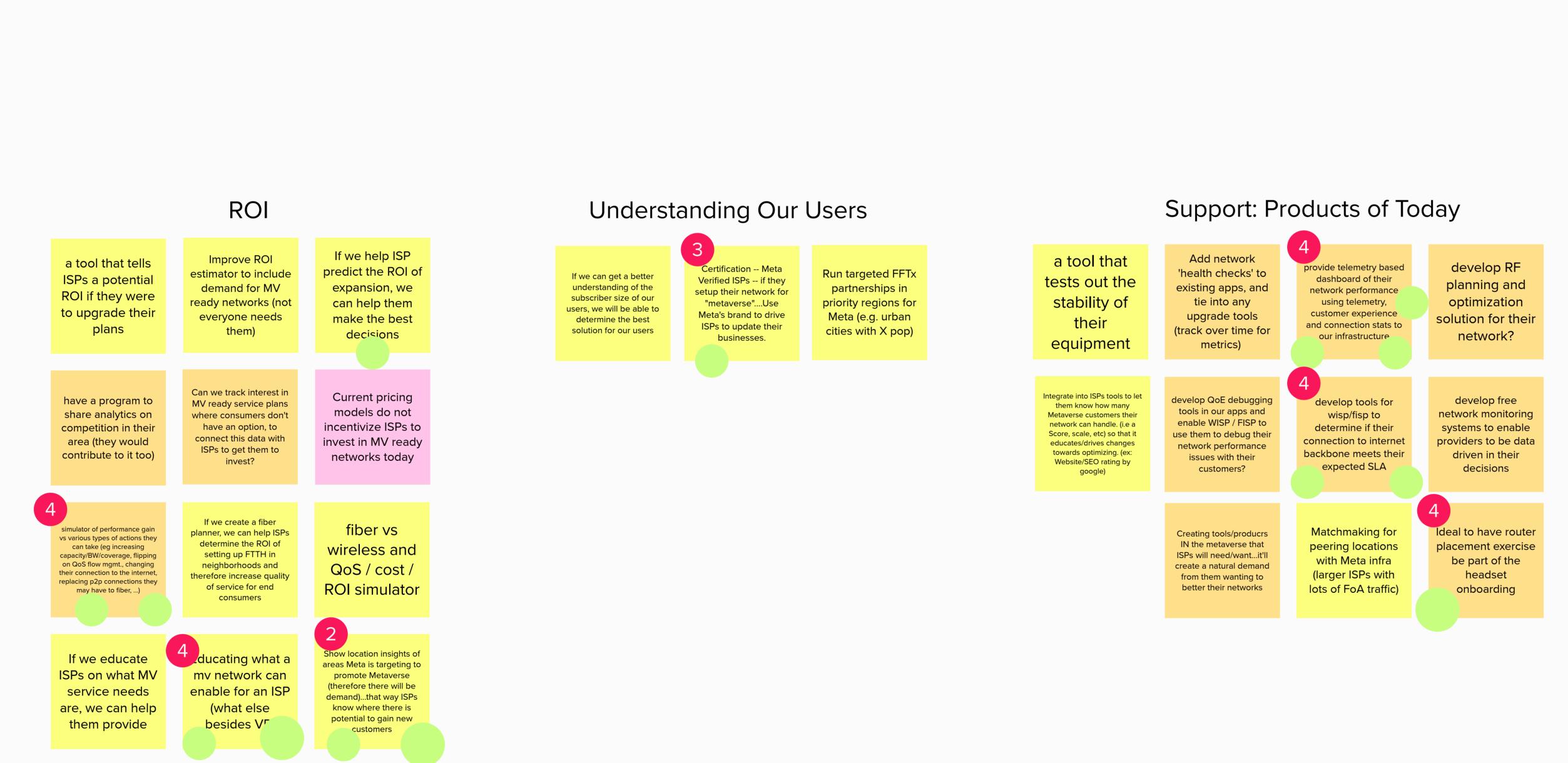
Our goal is to unearth any initial hypotheses that we have and start to



Q&A / Cut Duplicates (5min) Vote on Top 5, Most likely to grow the addressable MV market (5min)





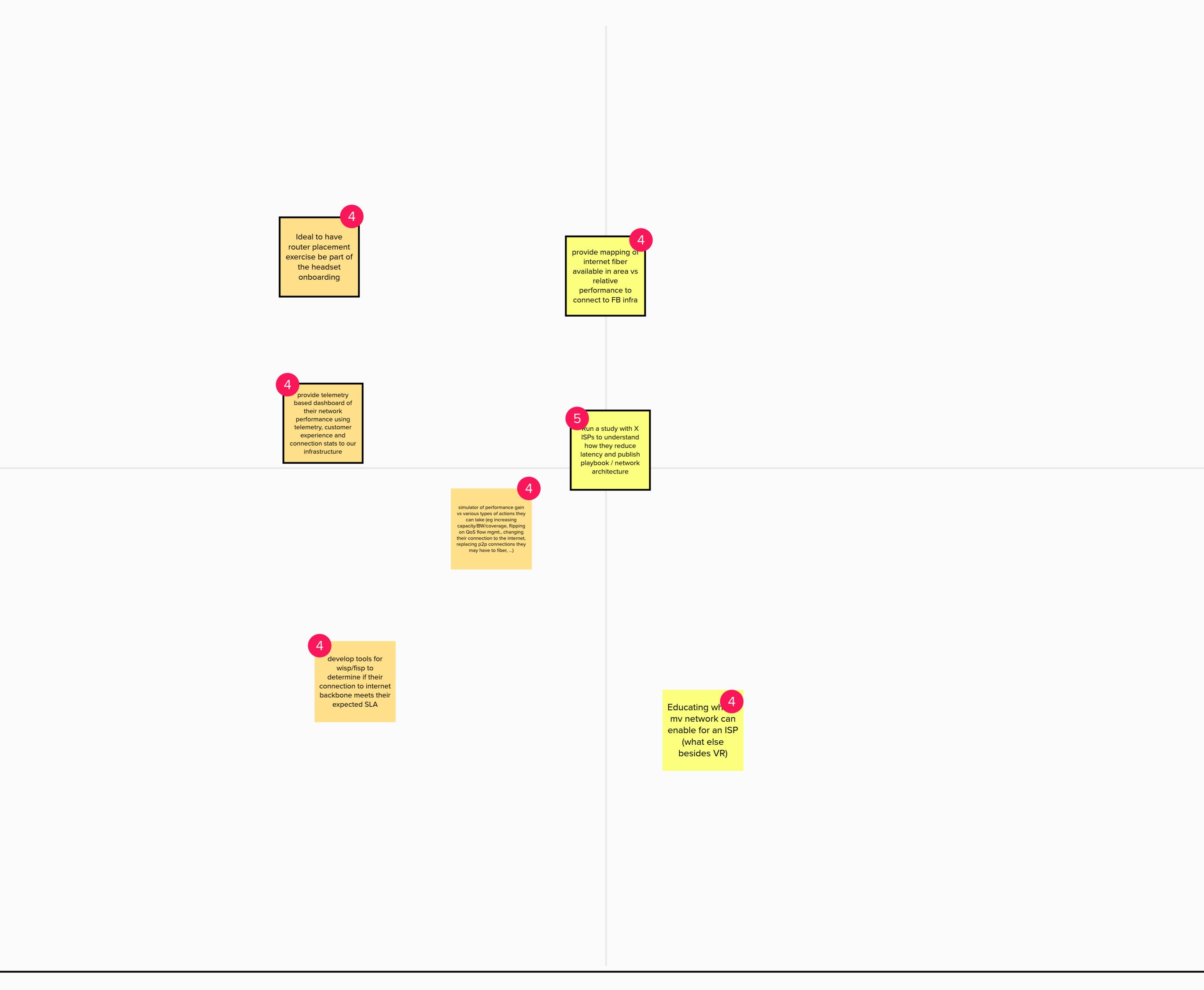


Short Term Support: Life of a Packet

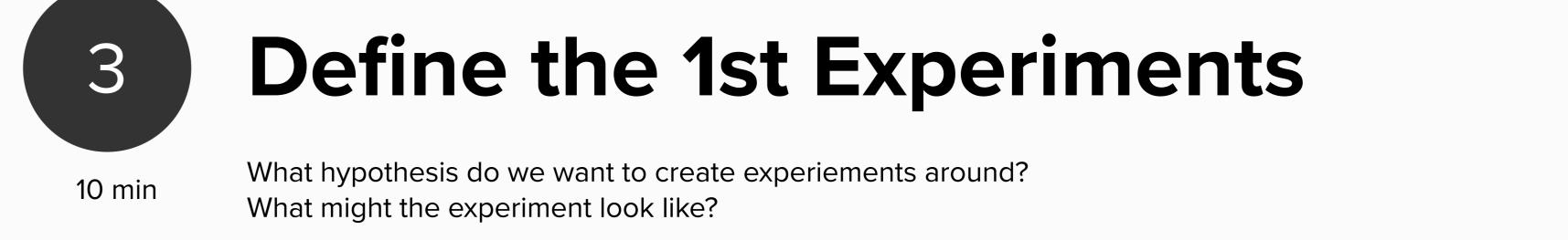


Plot on Graph Which one of these hypotheses has a high impact to Meta's addressable MV market? Which one of these will help Meta in the short term versus long term?

Impact

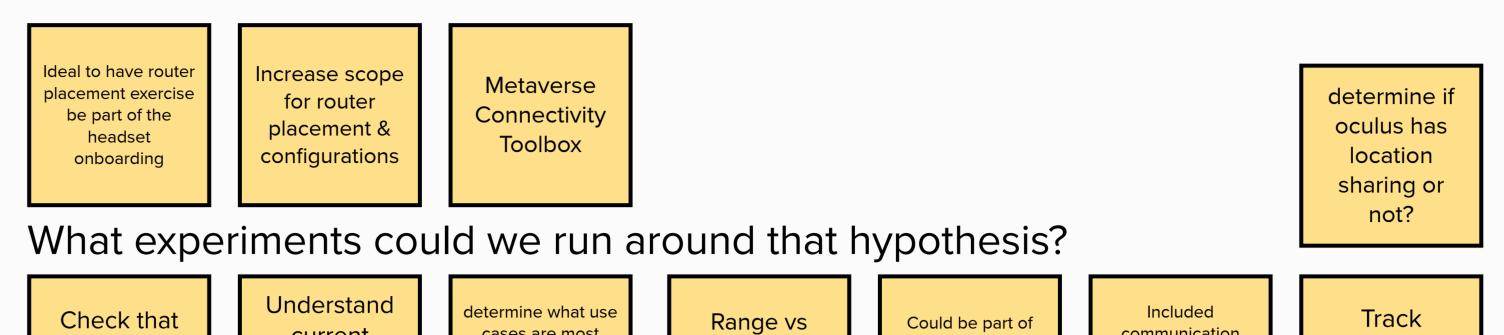


Long Term

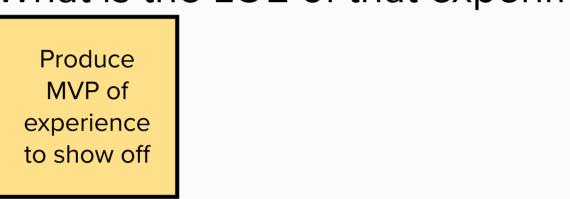


Experiment 1

Which hypothesis should we start testing?



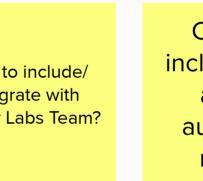
What is the LOE of that experiment?

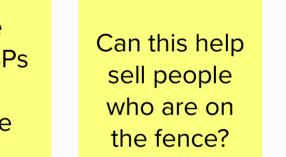


How will we know that the experiment passed/failed?

Who is our audience for the experiment? Aka, who are we testing with?





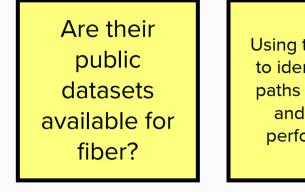


Experiment 2

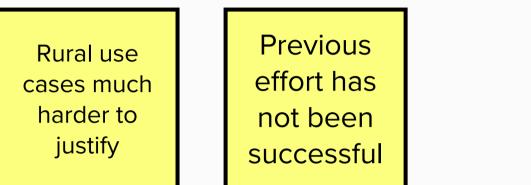
Which hypothesis should we start testing?



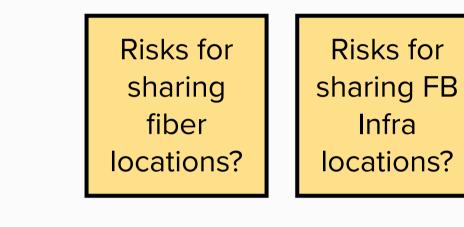
What experiments could we run around that hypothesis?



What is the LOE of that experiment?



How will we know that the experiment passed/failed?



Who is our audience for the experiment? Aka, who are we testing with?



