

Hypothesis-Driven Development

Daniel Feitosa dos Santos - 13/08/2020

What am I doing?

Overview

For this assignment, you'll be developing:

1. A general description of your subject company
2. A demand/value hypothesis
3. An experiment to test your hypothesis

Part 1: Formulate a Positioning Statement

For small NGO's who experiencing financial difficulties or situations of vulnerability, the Me Salva is a software that list for possible donors and angel investors the NGOs most in need of support. Unlike having to contact one investor at a time to ask for help, our product allows the owner of the NGO to put it on our platform and achieve much more visibility and, consequently, obtain financial support in a faster and simplified way.

Part 2: Sketch a Demand/Value Hypothesis

Assignment

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Value Proposition
Daniel needs some online means to show the current situation of his NGO, which is experiencing financial difficulties	He is asking for help from relatives, friends and employees through social networks and emails	Put all relevant information from Daniel's NGO on the Me Salva platform, as well as your contact information.
Daniel needs financial help to keep his NGO running. Any help of any value is already very valuable.	He is making a series of loans at his bank and borrowing money (as stated above)	The software will enable him to securely raise money through online donations, and then transfer it to the NGO's bank account automatically.
Daniel's NGO needs to reach many people as it is at risk of bankruptcy.	He's talking about his situation in Telegram and Facebook groups	The Me Salva software algorithm will be responsible for ranking the NGOs most in need and putting them in evidence for investors.

Part 3: Sketch Three Experiments via MVP

Assignment

Demand/Value Hypothesis

We are testing the third item in the Demand / Value Hypothesis table

Experiment Ideas

#	What type?	How would it work?	What observations?
1	Wizard of Oz	We asked the owner, manager or person responsible for the NGO's finances to answer a socioeconomic questionnaire through Google Forms in which information about the institution's material assets, working capital and bank balance would be inserted.	With the answers to the questionnaire, we would have a better basis of which criteria would be important to implement an algorithm within the software that really gave the public to NGOs most in need of donations or investment.
2	Smoke Test	We could put ads on the Facebook and Instagram stories of people who normally follow NGOs so that they could view the software proposal and thus be able to help Daniel's NGO.	With the number of clicks that the social network marks and the number of accesses to the website of the "Me Salva" software made by Google Analytics, we would be able to see the expenses per click, percentage of people who clicked and helped, among other estimates. With that, we would be able to see more clearly if the investment was worth it.

3	Concierge	If we took one or two potential angel investors and did an interview with them in order to get more information about their motivations and what captivates them, we could refine and direct NGOs in need of money to the "right" investors / donors	With this analysis, we could extract characteristics that investors have in common to obtain an even more refined result in the next interviews with other people
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