Hypothesis Machine

A framework to help establish and guide startups

Our Team

Dr. R.L. (Slinger) Jansen

Assistant Professor

Department of Information and Computer Science

slinger.jansen@uu.nl and Teams

Harshil Paliwal

Masters Student

Business Informatics

h.paliwal@students.uu.nl and Teams

Problem Statement

- Entrepreneurship is a difficult road wherein you have to constantly tackle obstacles.

- Uncertainity and Scarcity of resources are omnipresent

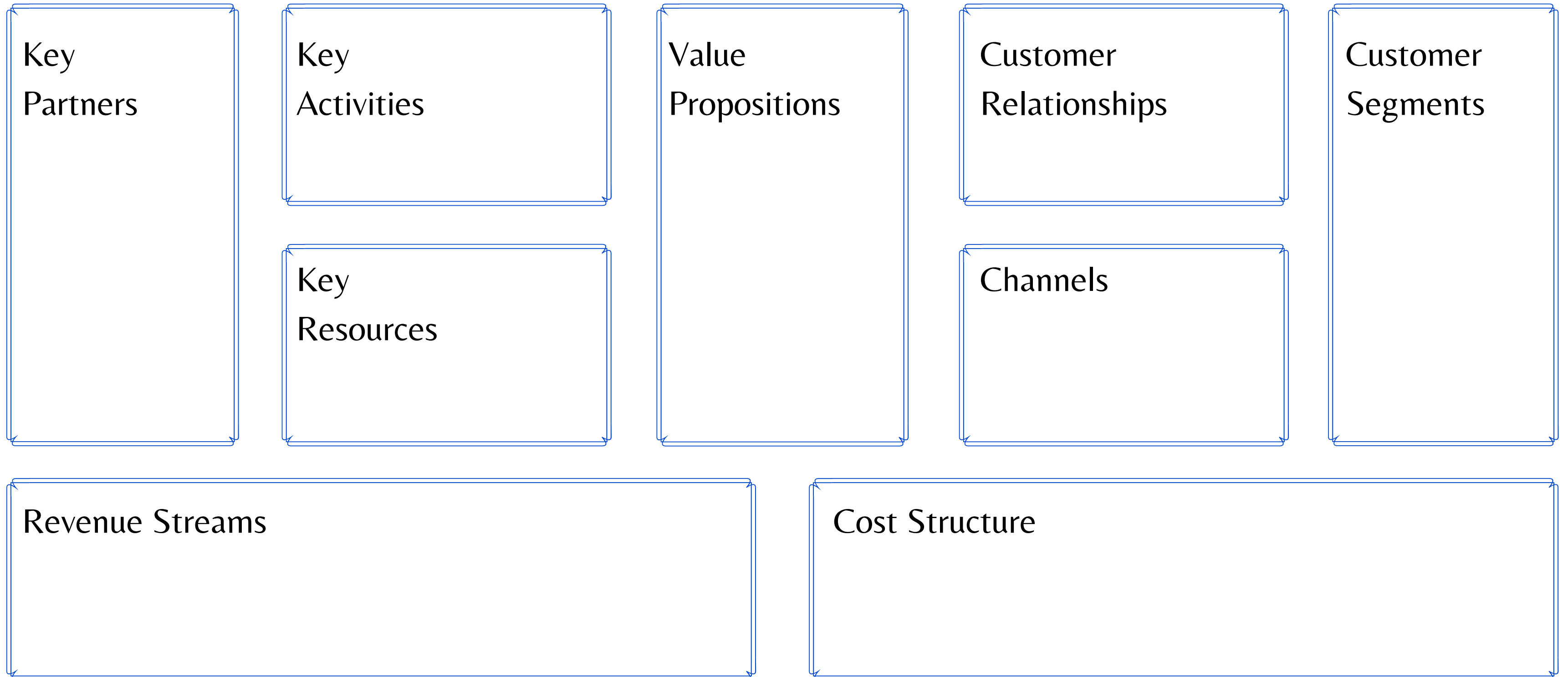- Startups alsofails due to various other reasons: poor decisions, not really a problem, not really a solution

Research Goal

The goal of this research is to improve the usage of resources by designing, constructing, assessing, and evaluating a framework such that adaptability of hypothesis-driven approach is made easier in order to help entrepreneurs with the growth of their startup.

How does it work?

1 Divide your entire startup strategy into various hypotheses categories. Formulate hypotheses for each category.

2 Apply research methods to test these and grow your idea.

3 A pop-up feature that reminds you to check your backlog and decide if a hypothesis is still valid.

Hypothesis Categories

Key
Partners

Key
Activities

Key
Resources

Value
Propositions

Customer
Relationships

Channels

Customer
Segments

Revenue Streams

Cost Structure

Here is an example...

Hypothesis Machine Prototype

Backlog

Key Resources
As a co-founder I would like to know if my team is complete so that we can start working on the next steps.

Key Resources
As a co-founder I would like to know if team has all the required technical knowledge to build the MVP.

Key Activites
As a co-founder I would like to know if the introduction deck to pitch the startup is complete so that we are ready for the meetings with investors.

Key Activites
As a product owner I would like to know that using x algorithm will help make the application faster so that the application quality is ensured.

Key Activites **Key Partners**
As a co-founder I would like to know that we will be accelerator ready in the next six months.

Key Activites **Value Propositions** **Customer Segments**
As a co-founder I need to have an MVP so that we can start getting feedback from the early adopters.

Channels

In Progress

Key Resources **Cost Structure**
As a product owner I would like to know if in the next three months we will have to buy extra 5 GB of cloud storage so that increasing data size is managed.

Key Resources
As a co-founder I would like to hire an employee so that we can manage our marketing needs

Key Activites
As a product manager I would like to know if the MVP will be complete in the next three months so that we can assess the development speed.

Key Activites **Revenue Streams**
As a co-founder I would like to know if adding feature A will help us increase our monthly sales by 5% so that I can perform valid financial forecasts.

Key Activites
As a product owner I need to know if we need to optimize existing algorithm to improve data extraction so that the run time is reduced

Key Partners
As a co-founder I need to know if we can partner up with DHL so that we

Complete

Key Resources
As a product owner I need to know the current workload of every team member so that I know if I need to hire a new employee to develop the MVP

Key Activites **Key Resources**
As a product owner I need to know the current occupancy of everyone so that I can decide if we need to hire two to research the implementation of new feature.

Key Partners
As a co-founder I need to know the existing data storage solution so that I can decide if we will have to partner up with Azure for cloud storage

Value Propositions **Customer Relationships**
As a co-founder I need to know if we will achieve 50% customer satisfaction in next quarter so that I can plan the future strategy for acquiring and retaining customers.

Fututre Hypothesis

Key Resources
As a team we need to assess our competencies so that we can decide if we will need a principal advisor to help us with financial forecasting

Key Resources
As a co-founder I need to ensure that the company has enough funding for next six months so that I can plan for further expansion.

Key Activites **Customer Segments**
As a co-founder I need to know if using feature B we can attract customers from age group 30-50 so that I can plan the customer retention/acquiring strategy.

Channels
As a co-founder I need to know if we can reach more customers if we create a social media campaign so that we can plan the product release accordingly.

Revenue Streams
As a co-founder I need to know that if we buy Azure premium then the price of our product will go up by 5 euros so that I can assess future revenue.

How can you benefit?

1 Receive free startup coaching from us. We will guide you with hypothesis development, prioritization, and research techniques.

2 Your idea is safe with us. All the information gathered will be used anonymously for our research only.

3 You can back out of the entire project at any point of time.

How can you participate?

Send us an email

slinger.jansen@uu.nl

Schedule meetings

Meet regularly with us (2 hours every two weeks)

Provide feedback