

Identifying your assumptions



LECTURE
SUMMARY

Covered in this lecture:

The process of figuring out and writing down your assumptions

Taught by:



- ▶ People are always assuming that they know things, although there is always a possibility that they are not true
- ▶ We don't actually know anything until we test it

How to identify your assumptions:

- "In order for my idea to be successful, the following must be true..."
- Examples of frequent assumptions:
 1. My customer has x, y, z problem
 2. _____ matters to my customers
 3. _____ will pay for this product
 4. There are no satisfactory substitutes

See you next lecture!