

Identifying your riskiest assumptions



LECTURE
SUMMARY

Covered in this lecture:

How to figure out which one of your assumptions is the riskiest

Taught by:



- ▶ If you have a lot of assumptions that have to be true in order for your product to be successful, you need to focus on testing the riskiest one first, so that you can save resources
- **Riskiest assumption:** That specific assumption that if it's not true, it means your product will definitely fail
- Usually, the riskiest thing to assume is the fact that your customers have that specific problem that you're trying to solve
- If they don't have that problem, they won't care about your product

See you next lecture!