

Question 1

1 / 1 pts

A company can confirm its value hypothesis by demonstrating that real-world customers find its' product valuable: True or False?

☒ True☐ False

Question 2

1 / 1 pts

A customer _____ is a document that describes the ideal target consumer.

Question 3

1 / 1 pts

In the book, "MVP" stands for:

☐ most valuable product☒ minimum viable product☐ maximum virtual profit☐ most varied product

Question 4

1 / 1 pts

It is not a good idea to set aside traditional professional standards to start the process of validated learning as soon as possible: True or False?

☐ True

☒ False

Question 5

1 / 1 pts

Standard accounting is perfectly fine and useful in evaluating entrepreneurs: True or False?

☐ True

☒ False

Question 6

1 / 1 pts

A smoke test, where customers can order a product that has not yet been built, measures whether customers are interested in trying a product: True or False?

☒ True

☐ False

Question 7

1 / 1 pts

Question 7

1 / 1 pts

Vanity metrics are so-called because they paint a great picture but may not indicate true signs of progress: True or False?

☒ True

☐ False

Question 8

1 / 1 pts

The three A's of metrics are (choose 3) :

☐ affordable

☒ accessible

☐ arduous

☒ actionable

☐ awesome

☒ auditable

Question 9

1 / 1 pts

There's only one kind of pivot, and the word pivot is a synonym for change: True or False?

☒ accessible

☐ arduous

☒ actionable

☐ awesome

☒ auditable

Question 9

1 / 1 pts

There's only one kind of pivot, and the word pivot is a synonym for change: True or False?

☐ True

☒ False

Question 10

1 / 1 pts

Every business plan, good or bad, starts with a set of assumptions: True or False?

☒ True

☐ False

Quiz Score: **10** out of 10