

Hypothesis-Driven Development

Part 1: Formulate a Positioning Statement

Assignment

For business or e-commerce managers who work in services companies that offer subscriptions, Rebill is an iPaaS that integrates multiple payment gateways in only one platform and allows you to automate your recurring payments and define different business rules. Unlike one to one integrations, our product avoids the fact that you have to spend a lot of time and money on multiple integrations, and have to use more than one platform to take control of your subscription sales.



Part 2: Sketch a Demand/Value Hypothesis

Assignment

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Demand/Value Hypothesis
Manage all subscriptions in one platform.	Use more than one payment platform separately.	If we allow subscription companies to manage all recurring payments in one platform, then they will convert into our clients.

Part 3: Sketch Three Experiments via MVP

Assignment

Demand/Value Hypothesis

If we allow subscriptions companies to manage all recurring payments in one platform, then they will convert in new clients of Rebill.

Experiment Ideas

#	What type?	How would it work?	What observations?
1	Concierge	We will ask an e-commerce manager of a service company with two or more payment platforms, if we can support him with his reconcile sales charges inside of his office. We'll use a Google Sheets template.	Understand the way these kinds of companies process this type of information and how we can improve this.
2	Wizard of Oz	We will add to our website the logos of the main integrations available in the market. Then, when some company contacts us, we'll offer our solution and ask them if they are interested in paying for their particular integrations needs.	How many companies are interested in our solution and if someone can help us financing our development. If we reach this, then we can offer the same integrations to other clients.
3	Smoke Test	When we finish our two first integrations, we'll start a Google Ads campaign to offer our solution for free for the first 10 sign-ups.	How many companies are interested in our solution before continuing to more integrations. We'll use the feedback of our first free customers to

			prioritize the next developments.
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